

PRINTERS' INK

Registered U. S. Patent Office

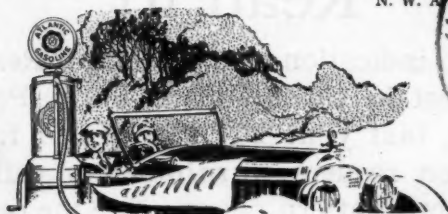
A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXV, No. 6

NEW YORK, MAY 6, 1926

10 CENTS COPY



B. A. I. S. with
N. W. A. & Son

EVERY one of the two million and some motorists living in Pennsylvania, Delaware, Rhode Island, Connecticut and Massachusetts knows "Atlantic Gasoline."

A tremendous majority of them buy "Atlantic" because they prefer it. Even if some buy some other kind for some other reason, they have a high regard for "Atlantic." If any motorist living in any one of these five "Atlantic" states were driving, say, in California, Georgia or Wisconsin and saw an "Atlantic" sign (which he couldn't), we will hypothecate one week's pay check against a lead dime that he'd give three cheers and steer straight for it, even if he'd never bought a gallon of Atlantic "Gas" in his life.

The basis for this belief and our reckless offer is Atlantic advertising. For a full decade we've been flooding Atlantic territory with Atlantic facts. We have seen the pumps multiply along the highways. We've seen the service stations blossom in the cities. Advertising plus ever-alert selling did it.

Today—in "Atlantic" states, Atlantic "Gas" isn't sold to motorists—they buy it.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





Do Farm Women Read it?

As an indication of the Woman Reader Interest in the Standard Farm Paper Unit, last year 231,610 of our farm women readers purchased a pattern from our pattern pages . . . One out of eight farm homes called for a pattern

BUT

The first three months of 1926 show a greatly increased interest—for during the first ninety days of this year our farm

women readers purchased thru our pattern columns 105,789 patterns or nearly 50% of the number purchased by them during all of last year.

The Pacific Rural Press
Ohio Farmer
Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
Kansas Farmer
The Farmer, St. Paul
The Breeder's Gazette
The Progressive Farmer
The Prairie Farmer
The Wisconsin Agriculturist
The American Agriculturist
Wallace's Farmer
Hoard's Dairyman
The Nebraska Farmer

The **STANDARD FARM PAPER UNIT**

WALLACE C. RICHARDSON, Gen'l Manager

Chicago
Courtney D. Freeman, Western Mgr.
307 North Michigan Ave.

New York
Willard R. Downing, Eastern Mgr.
250 Park Ave.

San Francisco, Kohl Bldg.

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Registered U. S. Patent Office

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VOL. CXXXV

NEW YORK, MAY 6, 1926

No. 6

When the Retailer Becomes a National Manufacturer

How Fralinger's Original Salt Water Taffy Secured Quick Distribution in Forty-seven States

By T. E. Lapres

Vice-President, Theo. J. Lapres, Inc.

IT has always been my feeling that a local product with a few good friends is on its way to a bigger market. I suppose that no young woman from a small Western town ever made the stage of the Metropolitan Opera House without first pleasing a few friends in the old homestead around the piano on a Sunday night.

The voice, the product or the personality which is to get a wide name and wide distribution has to start somewhere by enthusing a few people close at hand. With the idea that the history of our business from its little retail beginning to its recent national distribution, may be of some help to other men in other lines now selling in restricted markets, I am setting down here, on request, some of the high spots in our history.

Jump back quickly with me to the days when our home town, Atlantic City, was a little village by the seashore and lemonade was the national drink.

In 1885, my grandfather, Joseph Fralinger, was running a lemonade stand on one side of Young's merry-go-round, while on the other side existed one of the two or three candy stands on the Boardwalk which made a confection known variously as Sea Foam, Salt Water Kisses or Salt Water Taffy.

The taffy, of course, does not contain any actual sea foam or salt water and anyone who has seen the hundreds of thousands in bathing on a hot summer day will readily understand why. It is true there is some water in the taffy and some salt, as there is in almost every other candy, but the real reason the confection is called Salt Water Taffy is because of our proximity to the ocean.

At that time, the ingredients were mixed more or less by guess as to weights and quantities. The mix was dumped into a little copper kettle and slowly cooked on a sooty, old-fashioned gas stove. Instead of the proper degree of cooking being determined by a gauge, as the candy is now scientifically cooked, a short sawed-off end of a broomstick was used. The candy maker dipped the stick into the batch and then plunged it quickly into a bucket of cold water. The sudden change of temperature hardened the candy so that it came off the stick in a lump and the candy maker then tested it to see if it was cooked to the proper "snap." When it was satisfactory the taffy was thrown out on a steel slab with cold water circulating beneath to cool the candy. After it was properly cooled, the candy maker started pulling it on a hook securely fastened into a post or to one of the walls. The old process of pulling

out the taffy to a six- or eight-foot length and swinging it back over the hook with a "swish" and a "smack" was not as sanitary as the present pulling machine, but it was mighty spectacular and always drew a crowd.

After this preparation, the taffy was cut off in small lumps, placed

could find on the subject, talked to a lot of people who had made candy and studied up on the art. After he had the groundwork, he made the following changes upon which he based the claim that his product was the original salt water taffy.

First, he started rolling the taffy in a cylindrical form so that a tight twist could be made on the small ends which would keep out the dampness and impurities. Then he increased the flavors from the two or three that were then made until gradually he had twenty-five flavors—some to satisfy everybody. He then started packing the taffy in half-pound and pound boxes. It had always been sold previously only in five or ten cent bags. On the boxes he printed "Fralinger's Original Salt Water Taffy" and by this means and by means of signs and painted bulletins he standardized the name of the confection as Salt Water Taffy, whereas previously it had been known as Sea Foam or Sea Foam Kisses or Sea

Foam Taffy, as well as Salt Water Taffy.

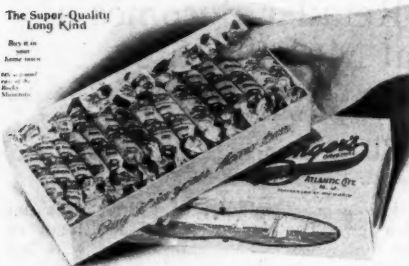
So, while Mr. Fralinger wasn't a skilled merchandiser as we know them today, he did make some improvements along the right lines as we know them now. He raised the unit of his sale and he got rid of a whole mass of names in favor of one which would stick in the buyer's memory.

In those early days when my grandfather was starting in the business, the boardwalk ran back 500 feet or more from where it is now. Atlantic City then was only a summer resort. The whole boardwalk was taken down the day after Labor Day and stored

The Super-Quality Long Kind

Buy it in
small
boxes

See a sample
box of the
Atlantic City
Taffy



Please Pass the Box -you can't eat 'too much' Fralinger's

JUST the right time of candy-as all
times, in pure, smooth, creamy and
delicious flavors.
This candy whets the appetite, staves
the most greedy mouths, does not affect
the complexion.
Old and young eat all three want. Why?
Oh, it's so delicious, not too sweet, not too
rich, and never sticky. It supplies just the
necessary amount of sweets the system re-
quires. No art and substance wasted in every
box make it a simply surprise.

Fralinger's Original Atlantic City Salt
Water Taffy - The Super-Quality Long Kind
-made on the Boardwalk by Fralinger's
and no one else.

You can buy FRALINGER'S, more every-
where. If your favorite candy counter does
not have it, send us your name and the
name of your dealer and we will mail you
promptly a full pound box of Fralinger's
5¢ pure, tempting flavor.

Fralinger's, Atlantic City, N. J.
Five Cents in the Boardwalk.



RECENTLY, THE COMPANY STEPPED INTO THE NATIONAL
ADVERTISING FIELD WITH COPY OF THIS SORT

in the centre of a square of waxed paper and twisted in the form of those little torpedoes which boys buy for the Fourth of July. The man who ran the candy stand near my grandfather's lemonade stand had a scrap with his landlord, Captain John Young, the owner of the present Young's Million Dollar Pier. Captain Young threw him out and asked Mr. Fralinger to take over the candy stand. He finally decided to add candy to his lemonade business somewhere around August 20 in the season of 1885. Mr. Fralinger didn't know anything about candy, but he went through the best books and trade publications he



"Where can we safely invest our surplus?"

Investment advertisers are recognizing the significance of this ever multiplying query from the substantial families of VILLAGE AMERICA.

During the first four months of 1926 Christian Herald carried 12,760 lines of financial advertising or an increase of 4,605 over the same period of last year.

Christian Herald

Bible House, N. Y.

GRAHAM PATTERSON
Publisher

Charles R. Leake, 2nd
Financial Advg. Rep.

away until it was erected the following summer just about in time for the Fourth of July rush.

At that time, of course, all of the taffy was hand wrapped, and it was a big problem to get enough wrapped for the big rush days. The day on which 300 pounds of taffy were sold was considered a gala day, indeed. Some of the sons and daughters of the then important families in Atlantic City would stop in after school to wrap

City, the others all being the temporary summer stand type. This building also burned to the ground in 1899, but undaunted, Mr. Fralinger built another theatre on the same site and another candy store. Fate, however, seemed to be against him and in the great boardwalk conflagration of 1902 his property was again burned down, along with other boardwalk property aggregating two and a half other blocks. Mr. Fralinger



ONE OF FRALINGER'S POSTER PANELS

taffy, just to help out and get all the candy they could eat.

Every man who is satisfying his local customers is naturally a booster for his home town, as I am. And in our case it certainly was good fortune that we happened to pick a home town like Atlantic City. My grandfather also was a consistent advertiser. He kept using bulletins, posters, booklets and other forms of advertising, and therefore his sales grew as the city grew, and, as the visitors increased, in greater proportion. I have said that 300 pounds of taffy meant a great big day. The sales of the retail stores increased until on Labor Day, 1925, our five boardwalk stores sold a total of 22,000 pounds.

About 1888, Mr. Fralinger and some associates built a roller coaster at New York Avenue and the Boardwalk, and on this property he erected his second candy stand. This property burned down the following year and Mr. Fralinger then built on the same site the Academy of Music, Atlantic City's first theatre, and in this building he had what was really the first candy store in Atlantic

City, the others all being the temporary summer stand type. This building also burned to the ground in 1899, but undaunted, Mr. Fralinger built another theatre on the same site and another candy store. Fate, however, seemed to be against him and in the great boardwalk conflagration of 1902 his property was again burned down, along with other boardwalk property aggregating two and a half other blocks. Mr. Fralinger

then decided that enough was enough and he retired in 1902, selling out his business to a son-in-law, Theo. J. Lapres, president of the present company. The new president stuck strictly to the candy business. He rebuilt on the property at New York Avenue and a little later incorporated under the name of Theo. J. Lapres, Inc., still trading under the trade name of Fralinger's. The taffy business continued to grow with Atlantic City. The Fralinger candy stores were the first stores on the boardwalk to remain open throughout the entire winter. That was, of course, many years ago.

From time to time, additional stores have been opened, and we now have five corner stores, conveniently located along the boardwalk.

At first, the candy was made right in the candy stands, and later, when more space was required, the cooking of the candy was done either in the basements under the stores or in back rooms. It is now made in a special factory. The taffy was always cut,

(Continued on page 215)



Headed for college

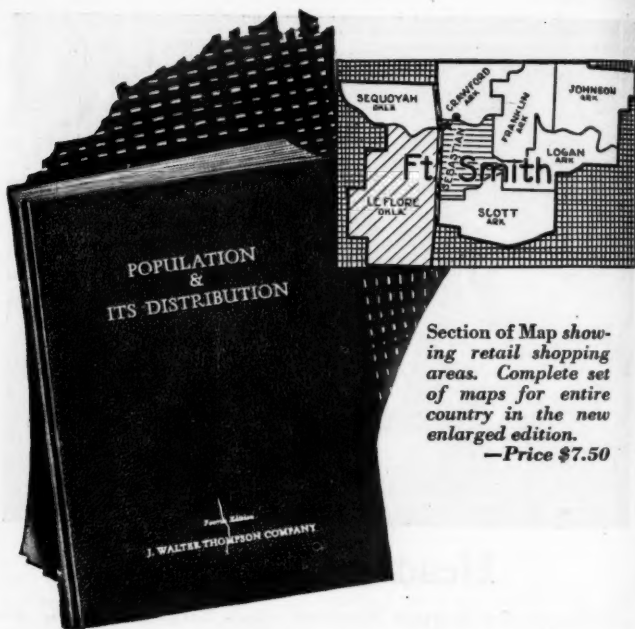
These are the Magenta Ramblers minus Tanglefoot Eddie, the pianist. He's sick. But the rest of the gang is practicing "Thanks for the Buggy Ride," in spite of Eddie's absence. The Magenta Ramblers are the official jazz band for Shadyville High School and the big dance of the year comes off Saturday night. Hot Diggity!

The Magenta Ramblers all average about 16 years old, 5 feet 4 inches high, and 114 pounds in weight. Pretty man-sized bunch, what? They're the average of 80 per cent of the 500,000 readers of THE AMERICAN BOY. And men in everything but years.

You should see the tons of food they eat, the style to the clothes, hats, caps, shoes, shirts and haberdashery they wear. The intricate and technical knowledge they exhibit anent saxophones and automobiles would floor a Phi Beta Kappa man. You can't beat them for their strong prejudices, for and against.

Sell to 500,000 near-men through the advertising columns of THE AMERICAN BOY. What do you manufacture that men buy? It makes no difference. These near-men will buy too, if you impress them with your quality. Go to them on the say-so of one of their best chums—THE AMERICAN BOY. Copy received by June 10th will appear in August.

The American Boy
 Detroit Michigan



679 Retail Trade Areas .. Tax Returns by Counties

in this new book of market statistics

FOR executives planning sales operations—arranging quotas—estimating markets—the new edition of “Population and its Distribution” contains 400 pages of invaluable market data.

The first edition was published fourteen years ago to meet the demand for accurate market information. The new fourth edition has been completely re-

vised and expanded, including two complete sets of maps full page size and many statistics never before available in book form.

This new book contains—

679 Retail Shopping Areas—The retail buying areas of the entire country are given—together with a complete set of maps showing each area according to its *commercial* rather than *political* boundaries.

Income Tax Returns—Tables and maps showing tax returns for every county in the United States arranged for ready comparison with population figures for the same county.

Retail and Wholesale Dealers—A new compilation made for this book covering eighteen trades by states and cities—including hardware, grocery, drugs, automotive, etc.

Chain Stores—The number of chain stores in every city over 25,000 is listed. The first compilation of this kind ever published.

1925 Population Figures—Latest figures based on state censuses and Federal estimates. The population of cities and towns in each state is grouped according to size. The number of cities in each group and the population of each group can be seen at a glance.

We shall be glad to send you a copy of "Population and Its Distribution" upon receipt of seven dollars and a half (\$7.50). If you wish to return the book within five days we shall refund your money. Just fill out the coupon below.

J. Walter Thompson Company, Statistical Department
244 Madison Ave., New York City

I enclose \$7.50 for the fourth edition of "Population and Its Distribution."

Name _____

Street _____

City _____

Trade Commission Starts Hearings on Advertising Case

Witnesses Being Examined in New York in Federal Investigation of Alleged Conspiracy to Prevent Advertisers from Receiving Agency Commission from Publications

HEARINGS on the amended complaint issued by the Federal Trade Commission against the American Newspaper Publishers' Association, American Association of Advertising Agencies, American Press Association, Southern Newspaper Publishers Association and the Six-Point League were started in New York City last week.

This particular complaint alleges that the foregoing organizations have unlawfully conspired to prevent advertisers who place business direct with publications from receiving the commission that publications pay advertising agencies.

The hearings are being held at 45 Broadway, Room 803. They are open to the public and anyone is privileged to attend them.

At the outset, it was estimated that about two weeks would be required for the New York hearings. The opinion now is that considerably longer time will be required if the present rate of progress is not greatly accelerated.

The procedure at the hearings so far has been the examination of witnesses by Eugene E. Burr, attorney for the Federal Trade Commission, assisted by John R. Dowlan, also an attorney for the Commission.

Attorneys for four of the accused organizations have been present at all of the hearings. The American Association of Advertising Agencies is represented by Clark McKercher, of McKercher & Link, and by Dana T. Ackerly, of Breed, Abbott & Morgan. The American Newspaper Publishers Association and the Six-Point League are represented by Guthrie B. Plante, of Morris, Plante & Saxe, and the Southern Newspaper Publishers Association by J. F. Finlay, of Finlay & Campbell.

These four attorneys have taken considerable exception and have raised many objections to the manner in which the hearings have so far been conducted. The chief objections have been to the introduction into the proceedings by counsel of the Federal Trade Commission of extracts of reports, bulletins and minutes of the American Association of Advertising Agencies as exhibits. Counsel for the accused organizations have contended that such minutes and reports should be offered in their entirety and not in parts, which they said might be selected to fit the needs of the Commission.

Despite such objections, the Commission's counsel generally succeeded in having such extracts as had been selected made part of the proceedings.

Examination of such witnesses as James O'Shaughnessey, executive secretary of the American Association of Advertising Agencies, and of his assistant, Clarence A. Hope, has been chiefly for the purpose of obtaining identification of material that the Commission desired to offer as exhibits.

The Commission's counsel seemed most desirous of having read into the record extracts from the minutes of the second, third, fourth, fifth and sixth annual conventions of the American Association of Advertising Agencies; of an extract of a service bulletin sent out by that association to its members, and of a list showing the treatment accorded advertising of the Firestone Tire Company; the Vick Chemical Company, and the Baker-Robinson Company by newspapers of the country.

The minutes of the annual meetings of the agency association that were finally read into the proceedings are chiefly concerned with reports submitted to the association by the chairman of the asso-



*The Des Moines Register
and Tribune
is Read in 84% of
Iowa's Banks*

Total banks in Iowa.....1677

Banks with one or more
officials subscribing to
The Des Moines Register
and Tribune.....1409 or 84%

**The net paid circulation now exceeds
175,000 daily and 150,000 Sunday**

ciation's committee on newspapers. The chairman during the greater part of the years that these minutes cover was the late Collin Armstrong. Among the other committees whose activities are reported in these extracts of minutes are: Agency Service; Trade Press; Magazine; Agency Recognition; Audit Bureau of Circulations; Free Publicity, and Financial Advertising Practices.

Testimony given by Chester F. Chapin, who, until a short time ago, was advertising manager of the Vick Chemical Company, related how that company had been refused an advertising agent's commission by some 150 newspapers. This condition, Mr. Chapin testified, was brought about by outside pressure on newspaper publishers. His testimony also revealed the fact that whenever possible the Vick company used space that had been contracted for by its local wholesalers at local rates when it could not obtain an advertising agent's commission on its own national copy. Questions put to Mr. Chapin by counsel for the Commission sought to bring out whether or not the Vick company's sales volume had been harmed because of inability to insert its own copy in those newspapers which refused to grant it an advertising agent's commission. Cross-examination by Mr. Plante, attorney for the American Newspaper Publishers Association, brought the admission from Mr. Chapin that no newspaper had refused to allow the Vick company to buy advertising space because of the advertising agency commission question. Mr. Chapin admitted that Vick copy would be accepted if the company paid the newspapers in question their card rates.

From an analysis of the material that so far has been entered into the proceedings, it would seem that there are three points on which the Commission is trying to find an answer at these New York hearings. These points are:

- (1) Do newspapers have two rates for the same amount and kind of space?
- (2) Do advertising agencies earn their commission?

- (3) Is the agency the agent of the publisher or of the advertiser?

Attorneys for the accused organizations at the very beginning of this hearing made the objections that the Commission has no jurisdiction in the matter since advertising has been held not to be interstate commerce; that the practices complained of are not unfair; and that no public interest is involved. These and similar objections which had been made at previous hearings held to determine whether or not a complaint should be issued were overruled.

Phelps & Pietsch, New Agency at Chicago

Harry E. Phelps and Charles F. Pietsch have started an advertising agency at Chicago under the name of Phelps & Pietsch, Inc.

The following companies have appointed Phelps & Pietsch to direct their advertising accounts:

The Williamson Candy Company, maker of the Oh Henry! candy bar; the Kraft Cheese Company, the Milani Company, salad dressing, all of Chicago, and the Addac Company, Grand Rapids, Mich., adding machines.

E. M. Pratt, Vice-President, Frank Seaman

Edward M. Pratt, of Frank Seaman Incorporated, New York advertising agency, was elected vice-president at a recent meeting of the board of directors. H. van H. Proskey was made secretary, succeeding Frank A. Arnold, resigned. The following officers were re-elected: Frank Seaman, chairman of the board of directors; Walter R. Hine, president, and Julian Seaman, treasurer.

Gun Accessories Account for Churchill-Hall

Frank A. Hoppe, Inc., Philadelphia, maker of Hoppe's nitro powder solvent, gun grease, etc., has placed its advertising account with Churchill-Hall, Inc., New York advertising agency. A campaign is being planned for business papers, farm and sporting publications.

Tropic Foods, Inc., Boston, Meloripe bananas, has appointed the Boston office of Barton, Durstine & Osborn, Inc., to direct its advertising account.

"Onyx" Hosiery, Inc., New York, reports net profits, before taxes, of \$211,334 for the first three months of 1926. In the same quarter last year \$178,339 was reported.

More Than One Half Million Wisconsin Readers Every Day

Let Milwaukee Housewives Tell You---

THE 1926 Consumer Analysis of the Greater Milwaukee market, in four volumes, is now ready for mailing to advertising and sales executives.

Volume I covers Grocery and Tobacco Products; Volume II: Automobiles, Musical Instruments and Radio; Volume III: Cosmetics, Men's Clothing, Corsets and Girdles, Fountain Pens and Automatic Pencils; Volume IV: Electric Appliances, Paints, Stains and Varnishes.

This survey, compiled from questionnaires personally filled by a true cross-section of all Milwaukee housewives, is a thorough, dependable analysis of the buying habits of 141,000 families in a typical American market.

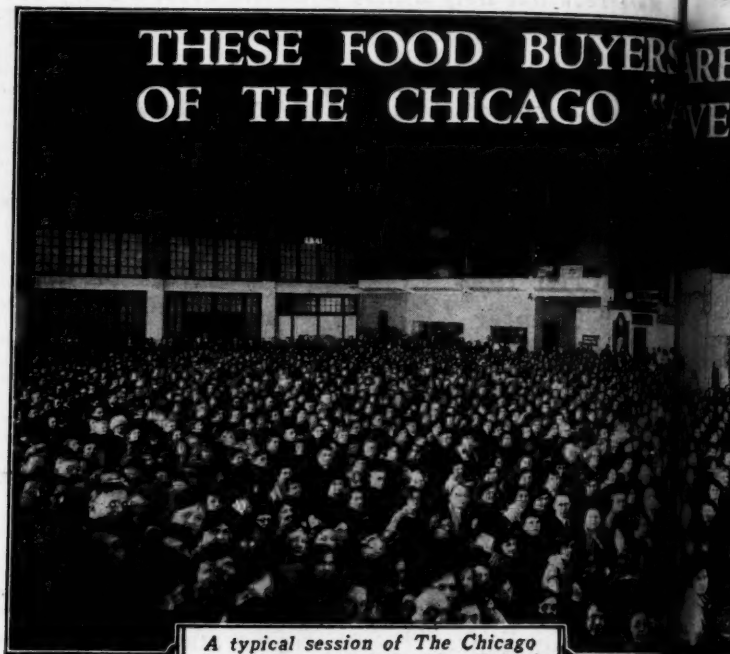
Write at once (on business stationery) for the volume or volumes in which you are interested.

The Milwaukee Journal

FIRST—by Merit

Read by More Than Four Out of Five Milwaukee Families

THESE FOOD BUYERS OF THE CHICAGO



A typical session of The Chicago Daily News 1926 Cooking School

THE CHICAGO DAILY NEWS is notably an effective medium for food advertising—of which it carried more than any other Chicago daily paper*—and for the same reason it is Chicago's basic market for advertisers in other lines.

More than 75,000 women (and men) attended the twelve sessions of The Chicago Daily News 1926 Cooking School—eager, alert, substantial members of "The Daily News Family" who read Daily News advertising as a matter of course to guide their daily buying.

Whether you have a food product to advertise in Chicago or any other article that appeals to readers of advertising, your fundamental market, as proved by the experience of other advertisers, is

THE CHICAGO D

First Chicago

ARE REPRESENTATIVE "ADVERTISERS' MARKET"



**In the first three months of 1926 The Daily News published 233,278 agate lines of Grocery Products advertising —31,308 lines more than the next Chicago daily paper.*

ADVERTISING REPRESENTATIVES

NEW YORK

J. B. Woodward
110 E. 42d St.

DETROIT

Woodward & Kelly
Fine Arts Building

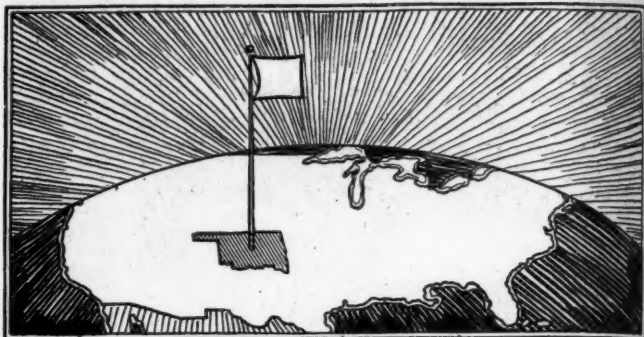
CHICAGO

Woodward & Kelly
360 N. Michigan Ave.

SAN FRANCISCO

C. Geo. Krogness
353 First National Bank Bldg.

CHICAGO DAILY NEWS



☐ ... fair weather

"prospects for Oklahoma wheat crop are the best since 1919"

U.S. Dept. of Agriculture

This year Oklahoma farmers will enjoy the biggest wheat, oats and rye crops in many a year! The U. S. Department of Agriculture reports that the condition of wheat in Oklahoma on April 1 was 90% of normal compared to a ten-year average of 77%. The Oklahoma oats and rye crops, which have also profited by the ideal weather of this big agricultural state, are both well ahead of the ten-year average.

OKLAHOMA farmers will be even bigger consumers of advertised products during 1926-1927. Make sure that your business will get full benefit of Oklahoma's buying demands . . . advertise to Oklahoma farmers through their *only* farm paper, the Oklahoma Farmer-Stockman.

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

How We Avoided Competition in a Crowded Field

Our Product Took Root and Grew Fast When We Put New Ideas of Its Utility into Buyers' Minds

By Fred C. Burnett

Sales Manager, Federal Pressed Steel Co., Jobbing Division

ABOUT three years ago, we began experimenting to find out what it was that car owners wanted in an automobile bumper. Our background for entering this field was fifteen years of manufacturing and fabricating pressed steel. Bumpers, we learned rather quickly, were just about the most competitive item in the automotive industry. To make money in bumpers it was clear that we must get away from this competition or find some means of avoiding it, in part at least.

Our Federal bumper has now been on the market a few months more than two years. The first month's sales ran less than \$10,000. At the end of the first year, they had jumped up to a little better rate than a half million annually. Now, with national advertising back of them, they are growing faster than ever. Our factory sales organization is small and our distribution is spotty. I mention those details as indicative of the fact that while our sales have had a reasonably rapid growth, this growth has not been of the forced-draft variety.

Have we actually avoided competition? Certainly not. Even a monopoly encounters competition occasionally. There are dozens of bumpers on the market, many of them excellent values, all competing for the car owner's dollars.

But we have stolen a lap on competition, in one sense, by digging up some new and different ideas and putting them into our product and our advertising. We feel that we sell on one plane while most of our competitors sell on another. They urge the purchase of a bumper for certain very good reasons. We try to plus those reasons with others that we believe

have a stronger sales appeal. In that respect we have avoided much competition, enough, at least, to allow us to thrive in a field where less than three years ago we were very much on the outside.

Where ideas are scarce, competition breeds thickly. Where ideas, workable ideas, are scarce, it is something like pulling a heavy load up a steep grade to evoke a favorable response from buyers.

The truth of those thoughts, I believe, is practically self-evident. An industry in which manufacturers are content to work with old, dulled ideas is an industry where one of two conditions is almost sure to prevail. Either sales are below what they should be, or an almost superhuman effort, which is apt to be a very costly effort, is required to bring the sales total up to the mark where it should be.

The existence of either of these conditions pretty effectively negates profits, and profits are at present, and probably will continue to be for some years, the real touchstone of business.

IDEAS OVERCOME OBSTACLES

On the other hand, let a manufacturer get an idea, a practical idea, and what happens? If he nurtures it wisely, develops it, puts it to work and merchandises it, the steep up-grade turns into something like a level highway. The idea need not be brilliant nor even clever. But it ought to be real and logical and apparent to buyers.

In our eyes, utility stood out as the big and all-important requirement in an automobile bumper. Of course, we had reasoned it all out in advance. The car owner buys a bumper to protect himself and

his car, and for no other purpose, we said. Therefore, our bumper must be built to stand the gaff. It must be protection itself. Better not make it of shiny nickel, for a bumper is down in the sand and the mud; no one buys it for its looks. No one wants to be bothered keeping it polished. We turned out a husky, plain black bumper. It was unimpressive in appearance, to be sure, but as strong defensively as a medieval citadel. Its record as a best seller is something that we are still trying to forget.

We learned in trying to market it, that the bumper-buying public does want protection and strength. It insists on those qualities, and it assumes that no manufacturer will be so shallow-sighted as to try to get anywhere with a bumper that doesn't possess them. So we finally recognized that the public takes strength and protection for granted and wants more before it spends its money for bumpers. What more is there? In trying to find the answer to the question: "What more than strength and protection is there to an automobile bumper?" we hit upon our best sales appeal and the idea that has lessened competition for us.

The style appeal in bumpers is, in a word, the essence of that idea. Without sacrificing protective strength, we went to work to build style and appearance into our products. Looking around the automotive field, the impression grew on us that the days of tacked-on automobile accessories were numbered, if not already over. The more we thought about it the stronger became our conviction. That was a good starting point. It made us appreciate an important essential. If we were to get clear of the competition offered by other bumpers, we would have to become designers of several types of bumpers which should be adapted to several types of cars.

One style of bumper wouldn't do for the light car, the heavy car, the car with a body full of sharp angles and the car with a rounded hood and soft curves. We felt that each type of car ought to have

a type of tailor-made bumper that would enhance its appearance while it gave the necessary protection. So we went ahead on that basis. The idea appeared to be sound. Whether it was good enough to stand advertising was a problem. We decided to find out.

In February, 1924, we started trying to make car owners see appearance and style in a bumper as added value. Our sales for that month were \$6,500. We sold through the regular jobbing trade and kept out of territories where we couldn't see the representation that we wanted.

Whether a manufacturer should be content with second- or third-rate representation when conditions make it impossible for the recognized leading distributing organization in a territory to take on his product is a moot question. In our case, it has proved to be a wise policy to sign up with the highest-grade jobber or none at all. When we can't get the jobber that we want to handle Federal Bumpers, we don't get anyone in that particular zone but go on to some other territory. That policy has kept us out of several splendid markets. It has made our distribution spotty, but why worry over that? There are few manufacturers in our field or other fields who don't have to be satisfied with spotty distribution. On the other hand, it has produced profitable results in those markets where we can sell the jobber we want on the ideas that we build into our bumpers.

NO ONE IS OVERSTOCKED

We make twenty-five models of bumpers but we don't ask any jobber to stock all of them. We don't expect him to induce the dealers that he calls on to stock more than two or three models. The big assortment would probably prove a liability to everyone concerned. We expect to sell a jobber a stock of perhaps six or seven models of bumpers, and there's little that we won't do to make sure that he is thoroughly sold. To push twenty-five models of our product

in the right way, he would have to be well sold on twenty-five models. That is too many. We want him to stock only as many models as he can and will put a big selling effort behind. We look to him in turn to sell the dealer only as many different styles as the dealer can display properly and sell whole-heartedly. If a dealer thinks he can sell a bumper occasionally that he doesn't stock, we have an unusual catalogue for him to use.

Probably, we have lost sales in some cases by not trying to load up jobbers and dealers. I am inclined to take the view, however, that our unwillingness to crowd the trade has promoted a kind of co-operation that has more than off-set any losses of this kind. Certainly, the policy that we have followed has avoided the costly evil of returned goods.

Except in rare cases, I think it can be laid down as a sound merchandising principle that the best and most lasting results follow from a rule that keeps the manufacturer from letting the trade buy more than it can turn over in a reasonable time. The dealer, the neck of the sales bottle, has learned pretty thoroughly by now that his profits are tied up in the last few items he sells. He doesn't get his share until he literally cleans out his stock.

We began advertising somewhat cautiously two years ago in trade papers and by direct mail, covering the buying zones where we had distribution. At the end of the first year, that is in February, 1925, sales and distribution had reached the point where we began to think of national advertising in a limited way. Today, we are advertising consistently to the national market. Sales increases have justified this, even though, as I have already said, our distribution is spotty.

Our advertising sells Federals to the car owner just as we sell them to the trade—not as a separate item and accessory to be added for safety's sake but as a harmonious part of the car. Protection? Sure. We are steel

fabricators and have been for years. Federals carry an adequate guarantee of strength. But those facts are not the real selling points. We keep away from them. What automobile manufacturer would bring out a car today and stress the facts that it would run without trouble, that it was safe and well made? Buyers take all this for granted and want something more for their money. It works that way, too, with the bumper.

DON'T FOLLOW TRADITIONS

In a highly-competitive field, the manufacturer who wants to enjoy a little peace and respite from unending haggling over prices and discounts must dig out a salable idea and build it into his merchandise. He must break with tradition, it may be; but just about as often as not that job of breaking with tradition proves to be less painless than he suspects. If it proves that his idea is workable and salable, he will, of course, find some of his competitors following his lead. What of that? He, at least, has a start. He must capitalize his early advantage by fast salesmanship and advertising.

Our national advertising this spring has been planned to put us in a place of authority in matters of distinction and style in bumpers. To make the point clearer, we want to establish ourselves as the Hart Schaffner & Marx of our industry. One of our full-page advertisements recently carried the headline "The Days of 'Tacked On' Accessories Are Over." Another one said, "Your new car *must* be protected. But why not have your bumpers accentuate its beauty too?" A third page of copy stressed the fact that we offer twenty-five models "so that you can have one to exactly match the beauty of your car."

In all this copy we illustrate what we call the Federal Metropolitan model bumper prominently. Sometimes, we show other models in smaller drawings, but the Metropolitan has made itself our leader in sales. We have advertised an unusual style booklet, too, called "Choosing the Bumper"

which shows what to avoid. We don't try to tell a man precisely what style he ought to put on his particular make of car, but we do show the awkward appearing results that come from choosing the wrong type of bumper. Then we show how various Federal styles blend with and add to the distinction of some of the best known cars. That kind of promotion work is making people conscious of the fact that there is more to bumpers than protection alone. Sales prove it.

What we like to call the "average" man knows little or nothing about merchandise. It is difficult for him to be taught much about it. He feels of a piece of cloth and nods his head wisely. He appraises a tire by kicking it knowingly, and then buys from the manufacturer whose character he believes in most strongly. In short, the thing that really sells the buyer is not inherent in the product. The buyer buys in most cases, not because of the value of the product, but because some good salesman or advertising has been smart enough to take some of the value out of the product and make it mean something in the buyer's mind.

Unmasking the sales appeal that really sells, it is evident then, becomes an all-important task. Sometimes, that appeal is stark utility. Sometimes, as in the case of Federal Bumpers, it is a new and different idea of utility that has been neglected. We could not sell bumpers with protection as our sales appeal because too many others had preceded us in the field. We could not have made ourselves heard in the competitive clamoring. By talking style, appearance, the enhancement of a car's beauty and harmony, we avoided most of the competition. Where ideas are scarce competition breeds thickest. That's why it's worth doing some digging for sales ideas and investigating. Occasionally, it is possible to make the very points that competitors are neglecting the peg on which merchandising success can be hung.

British Advertising Convention Abandoned

Radiogram to PRINTERS' INK

LONDON, ENGLAND, May 4.

B RITISH Advertising Convention abandoned. Thousand delegates assembled Blackpool Saturday went home today. National strike declared for midnight. Operative printers resenting tone of editorial, London *Daily Mail* not printed today; no evening papers. All newspaper and other printers to strike midnight, failing agreement. Britain without newspapers, trains, cars. Tomorrow parcel post suspended. Letter service confined airplanes. State of emergency declared by Royal Proclamation. Special constables enrolled. Coal, milk, gasoline rationed. Labor unions promise facilities food distribution.

Slogan of abandoned convention was "Sell British Goods," coinciding with nation-wide British shopping week. All production ceased.

THOMAS RUSSELL,
London Correspondent,
PRINTERS' INK.

"The American Legion Weekly" to Become a Monthly

Beginning with the July issue, *The American Legion Weekly*, Indianapolis, will appear as a monthly publication. The scope of the magazine is to be broadened so that it will not only appeal to members of The American Legion, but also to other Americans.

New Orleans "Item-Tribune" Appoints Representative

The Item Company, Ltd., publisher of the New Orleans *Item*, *Morning Tribune* and *Sunday Item-Tribune* has appointed The George A. McDewitt Company, publishers representative, New York and Chicago, as its national advertising representative.

Take your product to the Sesqui-Centennial *thru the Bulletin*



ALL roads will lead to Philadelphia this summer. For there the Sesqui-Centennial will be on—the exposition celebrating the 150th anniversary of the signing of the Declaration of Independence. If you want your product to be among those present, the Bulletin can help you.

The reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people—third largest in America—through one newspaper at one cost.

With a circulation of over half a million copies daily The Bulletin dominates Philadelphia.

The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

524,662

Net Paid Daily Average for 1925

I. MILLER

Beautiful Shoes



THIRTY years ago, I. Miller first began to impress his personality upon the shoe industry. His idea was to make women's shoes beautiful—and more beautiful—as a fitting counterpart to the style mode of madam's chapeau and a harmonious blend with milady's ensemble.

Among the first to recognize the originality, exquisite beauty and artistic workmanship of I. Miller shoes, were the producers of Broadway's leading theatrical enterprises . . . and for many years the phrase "Footwear designed and supplied by I. Miller" has appeared in the programs of practically every Broadway hit.

As the fame of a new star, a new show, or a new vogue spreads like the proverbial wildfire, so has the reputation of I. Miller, as a producer of beautiful shoes. To-day women and misses in nearly every important community of America, and in Paris, and in London and in Amsterdam, may obtain the authoritative styles and artistic creations in I. Miller footwear.

Regular, consistent and intensive advertising has been an important factor in getting the I. Miller IDEA of "Beautiful Shoes" into the consciousness of women throughout Metropolitan New York.

NEW YORK EVENING

The largest evening newspaper circulation in America **FOUR**
3c a copy daily—5c on Saturdays

I. Miller Has Advertised in the New York Evening Journal For Over 8 Years

The advertising has been unique, distinctive, inviting, beautiful . . . reflecting the policy of the house, the character of the merchandise and the unusualness of the service.

For the past eight years I. Miller has featured "Beautiful Shoes" in the New York Evening Journal . . . the largest audience of evening newspaper readers in America . . . a circulation *double* that of the next nearest New York evening paper *plus* 107,563.

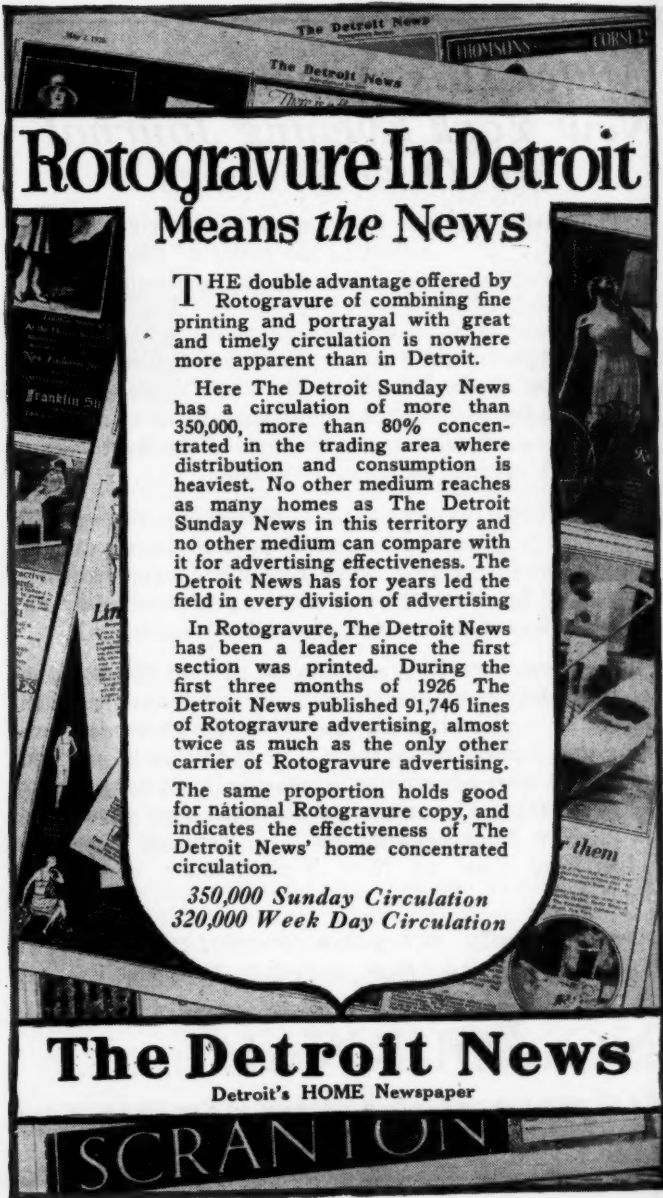
The proven experience of I. Miller has been that it pays best to concentrate a great part of the advertising investment in the New York Evening Journal which is purchased by nearly half of all the people who buy any New York evening newspaper—and carried home.

The New York Evening Journal printed 254,322 lines of shoe advertising during 1925, exclusive of department stores . . . exceeding all other New York morning, evening and Sunday newspapers . . . printing 36 per cent of all the shoe advertising appearing in evening papers . . . printing 17 per cent of the total shoe advertising in all New York newspapers . . . printing more shoe advertising than all New York Sunday newspapers combined!

Average daily net paid circulation for week ending April 10, 1926, was 731,434 copies a day

VENING JOURNAL

DOUBLE the circulation of any other New York evening paper PLUS 107,563



Rotogravure In Detroit

Means *the* News

THE double advantage offered by Rotogravure of combining fine printing and portrayal with great and timely circulation is nowhere more apparent than in Detroit.

Here The Detroit Sunday News has a circulation of more than 350,000, more than 80% concentrated in the trading area where distribution and consumption is heaviest. No other medium reaches as many homes as The Detroit Sunday News in this territory and no other medium can compare with it for advertising effectiveness. The Detroit News has for years led the field in every division of advertising.

In Rotogravure, The Detroit News has been a leader since the first section was printed. During the first three months of 1926 The Detroit News published 91,746 lines of Rotogravure advertising, almost twice as much as the only other carrier of Rotogravure advertising.

The same proportion holds good for national Rotogravure copy, and indicates the effectiveness of The Detroit News' home concentrated circulation.

350,000 Sunday Circulation
320,000 Week Day Circulation

The Detroit News

Detroit's HOME Newspaper

SCRANTON

This Contest Stimulated Summer Sales

It Made Use of Baseball to Encourage the Proper Spirit of Rivalry

By W. E. Hawkins, Jr.

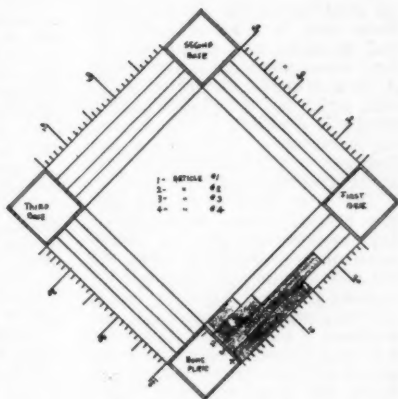
Sales Manager, R. M. Hollingshead Co., (Brooklyn Branch)

A SALESMAN'S problems during the hot and sticky weather of June, July and August are not easy, by any means. Sales resistance is higher than at any other time. The buyers he approaches are seldom in good humor. These buyers are at their desks only because they have to be. They buy because of necessity only and generally prefer to place their orders the easiest way—by mail. It saves interviews and long-winded discussions. Buyers have the bad habit of taking vacations. Before starting their vacations, they place the strictly necessary orders, and general buying ceases for the time being.

On the other hand, walking on hot pavements or driving a car through crowded thoroughfares during the heat of the day is not exactly the means one would ordinarily employ to continue energetically through the day. It is hard on dispositions and develops grouches early in the day which are not improved as the day progresses. The salesman finds one buyer gone for the day, the next one gone for the week-end and so on. Don't forget that the salesman is human. He, too, likes his golf, his tennis, his swimming and his vacation. He is accustomed to hard knocks and disappointments, and ordinarily can come up smiling through it all, but—too much is too much. His nerves get ragged. He begins to sympathize with himself and then

the old alibi factory starts working, and the alibis that a salesman can manufacture to salve his conscience are legion, particularly in the good old summertime.

APRIL SALES CONTEST
"AROUND THE BASES"



DATE April 7, 1934

SALES MAN Smith

THIS CHART SHOWS EACH MAN THE PROGRESS HE IS MAKING TOWARD HIS QUOTA

Unfortunately this summer slump is extremely contagious, and it is a lucky sales manager whose entire sales force isn't down with it. Cracking the whip won't do the trick. In fact, it resembles too much the business of hitting a man when he's down. What then, can the sales manager do to remedy this ill and keep the old sales sheet in a respectable condition? A sick salesman is a temperamental cuss. If he isn't handled in just the right way, his malady

is very apt to become worse.

Doctors have found that patients who brood over their sicknesses are doubly hard to cure, and they take early steps to convince patients that they are not half as sick as they imagine. The sooner the patient gets his mind off his illness, the sooner the cure is affected.

Is it not possible to apply similar methods to the sales force? The best way to take a salesman's mind off his troubles is to get him thinking of something else. Sales contests along the right lines will accomplish this. Mere prize or bonus contests will not get the desired results. Whatever is worked up must be out of the ordinary, there must be a lot of fun in it, and it should call for group effort rather than individual effort. A contest answering this description, which has produced excellent results is described in the following paragraphs. The contest has been used and is being used by The R. M. Hollingshead Co.

The sales force is divided into two baseball teams, consisting of any number of players. Each salesman is assigned a quota. If the merchandise sold consists of a number of items, separate quotas on the main items should also be assigned. Games are scheduled for each working day over the period of the contest, which can be for one month or longer. Daily box scores and bulletins should be issued, as well as a tabulation showing the standing of the clubs. The scoring is figured out on the basis of the percentage of quotas sold each day. A salesman selling 1 per cent of his quota on

a single item or 1 per cent of his total quota, is credited with a single, 2 per cent, a two-base hit, 3 per cent a triple and 4 per cent a home run. A salesman selling in excess of 4 per cent, will be credited with a home run and additional hits; depending upon the figure reached. For example, 5 per cent would represent, a home run and a single, 6 per cent, a home run and a double and so on. The appearance of a typical box score is shown below.

Where quotas are assigned on several items as well as on the total, the contest becomes more interesting, as it is possible for a player to make more hits. For example, if four separate quotas are assigned to a salesman, he may sell, in a single day 2 per cent of one, 1 per cent of another, 6 per cent of another and 3 per cent of another, making as a result of this—one single, two doubles, one triple and one home run, for the day's score.

The total bases of each team for the day, divided by four, represents the number of runs scored for the game, and, of course, the team scoring the most runs, wins the game. The standing of the teams is figured exactly the same as worked out in regular league baseball.

Perhaps the most important thing in keeping up interest in the contest is the daily bulletins. These should be written up in the form of a newspaper baseball story using the vernacular of the baseball scribe. Plenty of slang and humor is necessary and it is possible to point out the weakness of some men and praise the good work of others, in a way that will get re-

April 2, 1926.

DAILY BOX SCORE APRIL BASEBALL CONTEST

GIANTS						DODGERS					
Players	Single	2 Base	3 Base	Home Run	Total Bases	Players	Single	2 Base	3 Base	Home Run	Total Bases
Smith	3	12	Jones	..	3	6
Brown	1	7	31	Cross	1	1
Doe	..	3	1	6	33	Bill	3	12
Totals	..	3	2	16	76	Totals	1	3	..	3	19
Runs Scored					19	Runs Scored					4
Games Won					1	Games Lost					1
Dodgers Won					1	% 500					500
Giants Won					1	% 500					500

Giving the medium the

"Third Degree"

THE girl announces him. He comes in. An applicant for a job as a salesman. What do you say to him? What do you do?

You ask him leading questions, you give him the acid test, you make him sell himself to you. You examine his record with exceeding care, you look up his family history. You try him out with minor impertinences, to test him out. You study his appearance, his manner, his vigor, his resourcefulness, his grammar, the native force of his speech and his intellect.

If he rises to every test and hurdles every obstacle you put before him—if he gives you a clean record of accomplishment and sells himself to you as you expect him to sell your product to others—you put him on the payroll. You don't stop there, either.

You watch his daily, weekly, monthly reports. You scrutinize his every act, for he is still on probation. If, after a year, he has made good, both you and he consider him a permanent member of the sales force. You have an investment in him, he has in you. You don't cancel the connection on the spur of the moment, and neither does he.

Do you hire an advertising medium to represent you, in the same thorough, intelligent, careful, logical way? Then do you check up carefully and regularly on the results? Do you feel, after a year or so, that it has demonstrated its fitness to remain permanently on your selling force? Do you give it, then, the same protection against sudden dismissal that you give a faithful salesman in whom you have a considerable investment?

Why not?

An advertising medium is a salesman. In the fullest sense it represents your firm and your product.

It should be given a "third degree" before it gets on the list. Examine its record of accomplishment with a cold and calculating eye. Look back into its history and judge its future for you by its past. Question its circulation and its circulation methods severely. Get the facts. Mediums have personality the same as salesmen. See that the medium you elect to represent you has the personality to represent you truthfully. Study its physical appearance. It is an accurate index to character. Make your test severe!

The Indianapolis News prefers to have advertisers buy space with cold, pitiless logic. The stricter the investigation the more certain that The News will be included on the list.

The News welcomes, too, a strict check-up on results. It is not afraid of the acid test of RESULTS.

Because it is bought by shrewd, experience-wise buyers, who give it the "third degree" first and then conscientiously and constantly check up on the results, The Indianapolis News has the habit of *staying on the list*. By making itself indispensable, it has little to fear when the list undergoes revision.

Isn't that the kind of medium you want to represent you?

The Indianapolis NEWS

FRANK T. CARROLL

Advertising Director

CHICAGO

J. E. LUTZ

The Tower Bldg.

NEW YORK

DAN. A. CARROLL

110 E. 42d St.

sults without roughing the dignity of the most temperamental star. Here is one of our recent bulletins:

**DODGERS WIN FIRST:
GIANTS WIN SECOND:**

Brooklyn, April 6, 1926.

The first game of the April Series was a real old-fashioned slug fest. The score was high but close. The Giants carried off the Home Run honors with fifty-four, but the Dodgers with fifty-one were able to crowd over four more runs by pecking away with singles, doubles and triples. SMITH, a new recruit picked up by the Giants was the outstanding star of the game. He poled out no less than 17 Home Runs—one triple and two doubles—a total of seventy-five bases. The pitching exhibition was poor on both teams. How some of the old timers failed to fatten their batting average is a mystery.

The second game was a run-away for the Giants. Their pitchers breezed along nicely, and while the Dodgers started a couple of rallies, they failed to produce a sustained attack, and lost by the one-sided score of fifty-five to thirty-one. BILL JONES showed that another winter has not dimmed his batting eye—by knocking the old horse hide to all corners of the lot.

Well, the Season is young. You can never tell what a team will do. Will the youngsters be able to stand the gaff? Will the old timers be able to strike their usual stride?

Games won now will come in handy later on. So far, it looks like a "real fight."

If a duplicating machine is available, these bulletins can be embellished with baseball cartoons, either traced from newspapers or sketched, if the necessary talent is nearby.

In addition to the daily box scores and bulletins, a chart similar to the one shown on page 25, can be sent out weekly to each man, showing progress made toward quotas. The outside scale represents percentages. The various quotas can be numbered and the spaces in the base paths should bear corresponding numbers. These spaces can be filled in with colored crayon, to show how far the salesman has advanced.

Prizes can be offered to the men on each team who hit the greatest number of home runs, the greatest number of bases during the entire series or to the men who score the greatest number of runs in any one day. This, of course, depends entirely upon where you wish to direct the greatest effort. For the

team winning the series, a box at a particularly good game between professionals is generally most satisfactory.

**New Accounts for Seattle
Agency**

Rothweiler & Company, manufacturers of oil pumps, have appointed Arnold-Kraft, Incorporated, Seattle, Wash., advertising agency, to direct their advertising account. A campaign is now being conducted in Pacific Coast newspapers. The Continental Nut Company has also placed its account with this agency. Both of the accounts are at Seattle.

**P. L. Coonley Advanced by
Walworth Company**

Prentiss L. Coonley, vice-president in charge of administration of the Walworth Company, Boston, hardware manufacturer, and president of the Kelly and Jones Company, a Walworth subsidiary, has been made first vice-president in charge of sales. His headquarters will be at New York. Mr. Coonley joined the Walworth Company last year.

**W. J. Stephens Joins Stemar
Displays Company**

Walter J. Stephens, for the last two years field advertising manager of the Washburn-Crosby Company, Minneapolis, has joined the Stemar Displays Company, store advertising and dealer helps, as vice-president. He will have charge of Minneapolis and Northwest territory.

**Carpet Account for New York
Agency**

The Charles W. Poulson & Sons Carpet Company, Inc., New York, Claridge carpets, has appointed M. Spivak, New York advertising agency, to direct its advertising account. Newspapers, magazines, business papers and direct mail will be used.

Appoint Franklin E. Wales

The Raton, N. M., *Daily Range*, and the Van Wert, Ohio, *Times*, have appointed Franklin E. Wales, publishers' representative, as advertising representative for the East and West. The Toronto, Ohio, *Tribune* has also appointed the Wales organization as Western representative.

W. P. Hamann with "Liberty"

W. P. Hamann, recently sales and advertising manager of The Skywriting Corporation of America, New York, has joined the Eastern advertising staff of *Liberty*. He was formerly with the Chicago *Tribune*.

ROME WASN'T built
in a day.

★ ★ ★

PEOPLE LAUGHED
at Columbus when he
said the world was
round.

★ ★ ★

THEY MADE fun of
the telephone and the
phonograph and the
automobile—at first.

★ ★ ★

THEY SAID only
fools would ride in an
airship.

★ ★ ★

BUT THE world does
move.

★ ★ ★

PEOPLE FINALLY
see the light.

★ ★ ★

SOME DAY ALL ad-
vertisers and merchan-
disers will realize that
there is no substitute
for circulation.

★ ★ ★

THEY WILL realize
that when one news-

paper in a great city
like Chicago continues
to build circulation
while its competitor
continues to lose, there
must be a good reason
for it.

★ ★ ★

THEY WILL quit
letting prejudice and
prestige govern their
advertising appropri-
ation and they will buy
space on the basis of
PRESENT and not
PAST circulation
values.

★ ★ ★

THEY WILL get the
facts about how the
evening newspaper situ-
ation in Chicago has
changed.

★ ★ ★

AND WHEN they do
this—when they change
their advertising as the
evening newspaper situ-
ation in Chicago has
changed—they'll build
volume faster than they
have ever done before.

CHICAGO AMERICAN

A good newspaper

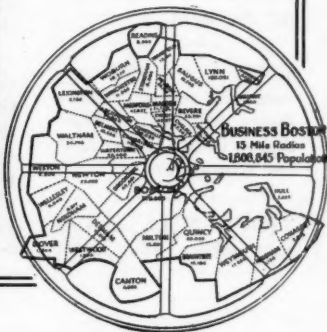
Daily average net-paid circulation 542,595
for March, 1926

Business official A-B-C

You have been reading about Business Boston—made up of 40 separate towns. Newton and Cambridge and Brookline and other towns have been offered as examples of the fact that Business Boston has tremendous advertising possibilities. Below is given a list of the towns embracing Business Boston, with their populations.

	Population
NEWTON	53,003
WELLESLEY	9,049
CAMBRIDGE	119,669
MEDFORD	47,627
WINTHROP	16,158
BRAINTREE	13,193
MELROSE	26,165
MILTON	12,861
STONEHAM	9,084
BROOKLINE	42,681
BELMONT	15,256
NEEDHAM	8,977
WEYMOUTH	17,253
ARLINGTON	24,943
WALTHAM	34,746
REVERE	33,261
WATERTOWN	25,480
QUINCY	60,085
WALDEN	51,798
EVERETT	42,072
SOMERVILLE	99,032
CHELSEA	47,247
WINCHESTER	11,565
SWAMPSCOTT	8,953
LEXINGTON	7,785
DEDHAM	13,918
WAKEFIELD	15,611
WOBURN	18,370
LYNN	103,021

	Population
HINGHAM	6,158
COHASSET	2,913
NAHANT	1,630
WESTON	2,908
WESTWOOD	1,706
CANTON	5,898
SAUGUS	12,743
DOVER	1,044
HULL	2,652
BOSTON	779,620



BOSTON HERALD-TRAVELER



s Boston is the C city of Boston

The census Boston is not the advertisers' Boston—not *Business Boston*.

Business Boston includes all that rich, populous territory which surrounds the old Boston but which is yet within half an hour's ride—fifteen miles—from the center of the city. This is the Boston which is taken into account by the Audit Bureau of Circulations in computing city circulation of the Boston newspapers. This area, which contains a population of nearly two millions, is also the Chamber of Commerce Boston.

Business Boston contains more people per square mile than any other city in the country, New York excepted.

Think of Boston in that way—as Business Boston. The fourth richest market in this country!

And make your advertising appropriation accordingly.

But consider this unique division

The Boston market is unique in this respect: It is a divided market. The people of Boston separate into two great population groups, divided on lines of sentiment, tradition and origin. They think differently, feel differently, and read different newspapers. So marked is this population division that no single newspaper can, with success, appeal to both groups.

To sell both these great population groups, you must use at least two newspapers, and one of these *must* be the Boston Herald-Traveler. For the more important of these population groups is covered by the Herald-Traveler only. The other three major Boston newspapers all appeal to the *other* population group.

Let us tell you more about this peculiar Boston situation. Write today for our booklet "Business Boston." You'll find it full of surprising and important information. A request under your business letterhead will bring it promptly.

BOSTON HERALD-TRAVELER

Advertising representative:
George A. McDevitt Co.,
250 Park Avenue,
New York, N. Y.
914 People's Gas Bldg.,
Chicago, Ill.



For five years the Herald-Traveler has been first in National Advertising, including all financial advertising, among Boston daily newspapers.

THE New York Herald Tribune is used by successful advertisers because, in addition to its prestige established through three generations of public service, it is today the fastest growing standard size morning newspaper in the metropolitan area.

In the six months ending March 31st, 1926, the New York Herald Tribune made an increase in circulation of 11,130 as compared with the corresponding period of a year ago.

During the year 1925, the Herald Tribune made the enormous gain of 3,218,864 lines of advertising—an increase of 1,302,344 lines more than the gain of its nearest competitor—an increase of 923,636 lines *more than the combined gain* of the three other standard size morning newspapers.

**New York's
Fastest
Growing
Standard
Size
Newspaper**

The New York Herald Tribune is used by successful advertisers because it is the preferred morning paper of prosperous families and business executives in the world's greatest market—it reaches readers who are really able to buy.

New York Herald Tribune

First to Last—The Truth: News ~ Editorials ~ Advertisements

Market Research to Have a Directory

Everyone Interested in Research Will Find Valuable Information in This Directory

By A. H. Onthank

Chief of the Domestic Commerce Division, Bureau of Foreign and Domestic Commerce, Department of Commerce

THE time is not distant when the advertiser, or anyone else, for that matter, will know where to look for existing statistical information. He will have for reference data which will indicate not only just what research has been made on any phase of distribution, but also where and how reports of the research may be procured. And it is hoped that these data will eventually be entirely complete.

For many months, our division has been co-operating with many others and has been busily engaged in compiling these data. The work was started because of the demand of industry. As it progressed, we found that demand was even larger than was indicated when we started, and we now believe that the "Directory of Market Research" will be of inestimable value to many lines of industry.

Ever since the division was established, a steady stream of letters has reached us inquiring as to where certain facts regarding marketing could be unearthed. Letters of the kind have constituted a majority of all received, and proved to us that a very large demand for data on existing sources was widespread throughout industry. Almost every letter required patient research to determine the sources requested, and in nearly every reply we were forced to admit that our information was not complete.

From answering these letters we collected quite a lot of information regarding sources, and the idea occurred to us that perhaps we were duplicating some other organization's work. Then, we made quite an exhaustive investigation, but could not find any com-

pilation, any clearing house, of the information we were seeking.

When the work of completing our collection of data was begun, it was considered as a contribution to Mr. Hoover's campaign of waste elimination. On every hand we found duplication of effort and research. For many years, a great deal of marketing research has been going on; but nobody appeared to know much about where it was going on.

Many of the organizations of the Government were determining statistical facts for certain purposes, facts which might be of value to merchandising, if business men knew where to look for them. In the grocery field alone, Harvard's Bureau of Business Research has been conducting an inquiry for a number of years, and the Universities of Nebraska and Oregon have made similar studies. Many of the advertising agencies are doing research work. Newspapers and magazines have also made extensive investigations.

WASTE IN DUPLICATION

In all of this, obviously, there is a great deal of duplication, and much of the Government work has been and is being duplicated, both by private interests and Government organizations. Just what loss is entailed we do not know, but it constitutes waste, much of which can be eliminated.

In starting our regional market surveys we were greatly handicapped both by the duplication of effort and a lack of knowledge of sources. An analysis of our requests for information plainly showed that the greatest demand was for regional statistics and general marketing information. In numerous instances, we found

that two or three organizations or individuals had attempted practically the same survey, when, if they had pooled their effort and planned their studies to take different directions, their work would have been of a great deal more value to themselves and to us.

But, in the main, the information we desired for the regional surveys we have found to be exceedingly difficult to secure. The commodity divisions of the bureau have not collected much data of the kind. Their concern is largely with export business. The information we wanted, if it existed, was anywhere and everywhere. Bits of it were in the possession of a great many people, but no individual or organization had any large part of it.

FUTURE SURVEYS SIMPLIFIED

Our future regional surveys will be greatly simplified by the marketing directory. In fact, we have already used much of these data in making the regional survey now under way. The work was well started when the National Distribution Conference was called by the Chamber of Commerce of the U. S. last year. And it will be recalled that the committee on marketing, research and advertising reported that an inventory of statistical sources was one of the necessary preliminaries to better marketing analyses. In other words, the committee promptly concluded that such an inventory was practically indispensable in making any kind of a regional marketing survey.

At that time the members of the committee did not know that the division was working on the directory, but when advised of it they promptly approved the work and appointed a special sub-committee under the chairmanship of Dr. Daniel Starch to co-operate with us. This sub-committee has co-operated with us in every way possible.

The data now in hand are the result of a questionnaire campaign which covered practically all organizations known to have done marketing research and many

others who have or might have facilities for such research. Questionnaires were sent to all newspapers, magazines, trade associations, chambers of commerce, advertising agencies, all business services, directory publishers, a great many co-operative marketing associations, and practically all large business organizations. In addition, a thorough search was made of Government files, both Federal and State, and was carried back to 1910.

The Federal Government bureaus and departments have been intensely studied, but our work in listing the research of State Governments is not so complete. Then, too, a fault may be found with the directory by the critical minded because it will contain a great deal of information of a border-line character. For example, many chambers of commerce have issued industrial surveys, and it may not appear that these fall into the class of market research reports, but we found that these reports included much information on trade areas and markets.

We think this information will be of value to enough business men to warrant its inclusion. The same can be said of data on the work done by schools, some of which are intensely interesting and valuable. Due to the interest in the movement the Association of Collegiate Schools of Business was inspired to make a similar directory of the work accomplished and in progress by its own members. This directory they have turned over to us for inclusion in the Directory of Market Research. And this necessitated a special investigation on our part, so as to include similar work conducted by universities which are not members of the association.

In connection with the directory, we are endeavoring to collect all of the pamphlets and reports mentioned. Our purpose is to keep these on file in the division for reference. Furthermore, we shall utilize every effort in collecting supplementary data for reference before these are published from time to time. And thus we hope to

Yes — They're True!



WHILE True Story does not publish the work of famous, high-priced authors (indeed, True Story has never published the name of an author) our editorial investment is considerable.

At least once each year we offer \$50,000 in cash awards for true stories—and they come to us by the thousand.

To read them requires a force of trained readers on the premises, and a still larger force of outside readers. Every story is thus given expert consideration.

We believe True Story to be the only magazine in the world that is written by its readers—and perhaps this accounts in some

measure for its popularity among those who prefer true stories to imaginary narratives conceived by fiction writers.

Certainly, the more than 2,000,000 people who read True Story offer advertisers a market so necessary that we justify the use of the words, "The Necessary Two Million +."

True Story

"The Necessary Two Million +"

"GREATEST COVERAGE—LOWEST COST"

make a national clearing house of all existing and potential sources of marketing research.

Now, I think it best to reveal the main purpose of all that has gone before. The directory of market research will not be complete, we know. Being the first attempt to inventory such a vast amount of scattered data, it is but a beginning. That is how we want the advertisers and other business men of the country to consider it. We also want them to feel responsible for it in a measure and to contribute toward its improvement and completion every year, for we hope to publish an annual edition, entirely revised and with as much added material as possible.

A great deal of valuable material has been omitted from the first edition, because of its confidential nature. In fact, we have received little or no data from certain organizations which are known to have conducted inquiries of undoubted value.

But we are convinced that when the facts are studied and when the business men involved realize the value of the inventory, they will change their policy and give us a great deal of data. Many facts, determined by private interests, soon lose their confidential character. They are usually the result of an inquiry for a certain purpose, and after the facts ascertained have been applied, they can be published without injury to the investigator, in many instances.

Another possible means of improvement is a more thorough filling in of questionnaires due to a greater interest in the subject. We know that we have missed a certain percentage of the organizations that are conducting this work, but we expect that a recognition of the value of the directory will greatly reduce the percentage on future questionnaire campaigns.

The truth of the matter is that the Directory of Market Research, soon to be published, is something of an experiment. It will be designed for quick reference, and one of its important details is a

complete cross index. But it is really the beginning of a much more important and valuable work.

How valuable that work will be from year to year will depend, almost entirely, on the degree of co-operation we receive from those business interests which are making marketing surveys.

Button Companies Consolidate

The Rochester Button Company, and the Shantz Button Corporation, both of Rochester, N. Y., and the Superior Ivory Button Company, Newark, N. J., have consolidated. The new organization will be known as the Rochester Button Company. The following officers have been elected: Nelson Sage, Rochester, president; George H. Clark, Rochester, Christian Broderson, Newark, and Alson Shantz, Rochester, vice-presidents; Neil Broderson, Newark, secretary, and George M. Ward, Rochester, treasurer.

St. Louis "Post-Dispatch" Appointments

Theodore M. Engel, formerly classified advertising manager of the St. Louis *Times*, has joined the St. Louis *Post-Dispatch* as sales manager of the classified department.

Byron J. Dietrick has succeeded the late William F. Taylor, as classified advertising manager of the *Post-Dispatch*. N. S. Getlin is now classified advertising manager of the *Times*.

Cohn Rissman Appoints C. B. Middleton

C. Brooks Middleton, formerly with L. Jay Hannah & Company, Inc., Chicago advertising agency, has been appointed advertising manager of Cohn Rissman & Company, Chicago, manufacturer of Stratford clothes. He was at one time director of advertising for the National Association of Retail Clothiers and Furnishers.

J. L. Badger with Springfield Agency

Joseph L. Badger has joined the J. D. Bates Advertising Agency, Springfield, Mass., as an account executive and director of sales research. He was recently sales manager of Huyler's, Inc., New York.

Exhibition of European Printing to Be Held at New York

A public exhibition of recent European book and commercial printing will be held at New York by the New York Club of Printing House Craftsmen from May 25 to June 5.

The
McGraw-Hill Publishing Company

*announces the
purchase of*

Successful Methods

a monthly pictorial magazine devoted to field methods and plant. It is especially designed to serve the field men engaged in construction work and in the maintenance and operating departments of industries where excavating and portable bulk handling equipment is used.

Successful Methods offers to the manufacturer of construction materials and equipment a unique opportunity to saturate an important section of his possible market through a medium of exceptional interest and appeal to the field men of industry. Particulars on request at any McGraw-Hill office.

Forms for June issue close May 15

McGraw - Hill Publishing Company, Inc.

Tenth Avenue at 36th Street

New York, N. Y.

Three Questions Which Exporters Must Answer

When These Questions Are Properly Answered the Exporter Is in a Position to Proceed with His Campaign

By J. W. Sanger

Director of Foreign Service, Frank Seaman, Inc.

SOME of you may remember the story of a certain King of Spain, who, after futile attempts to make all his subjects fit into one mold to be governed by rule of thumb, gave up the task and became a clock collector. He gathered clocks of every shape and size and kind from every part of the world, and set himself to the task—again a futile one—of having them all tick exactly at the same time. Again he failed, and, when dying, said: "What a fool I was to try to make my people do what even my clocks refused to do!"

The point involved for us is, it seems to me, apparent. It is that all of our foreign customers in Europe, South America, Asia and everywhere won't tick exactly as we'd like them to do—nor at the same time. Our job in advertising to these people, in getting them to buy our goods, is to measure their particular national and racial ticks and adjust ourselves to those facts. Or, putting it in plain English, we are faced with these questions:

(A) In what countries and to what people in those countries can we sell our goods?

(B) What general trade and consumer advertising appeal, if any, may be used?

(C) In what way and through what medium shall this advertising appear?

Let us consider these three points for a moment. . . .

Take number one: In what countries and to what people in those countries can we sell our goods?

Without that basic information regarding the market possibilities of a country that must precede any attempt to advertise there, an exporter is entirely in the dark. No exporter today need, however, be

in such a quandary very long. No matter how small he is, or how meagrely informed he may be, he can, through such sources of information as our Federal Government, through Chambers of Commerce at home and abroad, through export trade publications, export trade associations, through modern advertising agencies and other sources, inform himself quickly and thoroughly concerning any country in which he may be interested. There can be no doubt that nearly every advertising and marketing campaign that has failed has done so due to the lack of advance marketing information, or owing to the failure to co-ordinate the sales and advertising plan.

Assuming that the exporter has determined his market and its probable limits, and has settled his sales policy, he is then faced with question number two: What general trade and consumer advertising appeal, if any, may be used?

Generally speaking, we may assume that to the trade, a profit-making appeal should be the chief one since we are appealing not to a consumer but to a merchant or distributor. Our consumer appeal is more difficult and may well have to be radically different from the one we use at home. A toilet soap maker, for example, may find it more effective to appeal to Cubans on the ground that, in addition to softening the skin, his soap whitens it. The Chilean, without changing from his habits of a light French breakfast, may be taught to use oatmeal during the day as an invalid and children's food. The efficiency of the Multigraph may be not nearly so strong an advertising argument to the Argentine merchant as an appeal to his pride of ownership

Portion of an address delivered before the National Foreign Trade Convention at Charleston, S. C.

WHEREVER your sales department has a pin in the map, there is some one retailer who is more important to you than any of his competitors.

He is the one they are all watching. Get him, and you will get the others.

Ask us how!

VOGUE
VANITY FAIR
HOUSE & GARDEN

THE CONDÉ NAST GROUP

All Members of the Audit Bureau of Circulations

bragging about
not being first in
a field may
seem unduly modest
but we like
to make sure everyone
knows exactly where
we stand---
the recent P. O.
statements show
March circulations
of Detroit Sunday
newspapers thus---
News 347,417
Times 332,365
Free Press 273,755

of such a machine. I have cited here just a few practical instances where consumer advertising may not move goods until the whole basis of the appeal is changed to conform to local viewpoints.

Having determined first—the market, and second—the appeal, the third question: In what way and through what medium shall this advertising appear? is by far the easiest question to answer. For, thanks to the surveys and compilations covering trade publications, newspapers and magazines all made at first hand, many advertisers and all first-class advertising agencies have remarkably complete and accurate data covering publications throughout the world. This is a condition that did not exist a few years ago, and which has been brought about by the fact that the 3,500 American exporters who are advertising abroad today have created this demand for working, practical data.

What I have said in the foregoing, regarding markets and the determination of the copy appeal, is equally sound for foreign or for domestic business. As a matter of fact, I do not know any sharp line of demarcation between them. There was a time when the American manufacturer located east of the Mississippi regarded the Rocky Mountains and the Pacific Coast regions as foreign. They were, in the sense that they were strange to him. Canada was foreign territory to him, also. He entered these markets and their strangeness disappeared. He looked afield and saw Cuba and Mexico with a different background and a different language than his own. Yet, today he does business there with almost the same ease as in territories one hundred miles from his factory. He has merely extended his trading zones from his own immediate neighborhood, section by section, State by State, and finally, country by country until now—and then only for the purpose of administration—does he distinguish foreign from domestic trade.

It may, however, be well to make this point at this time—that while

the old so-called "mystery" of export advertising has been properly relegated to its place among the other illusions that never really existed, there is a danger that we may fail to recognize that it still has its complexities. Let me illustrate concretely what I mean—American safety razors are sold in every country in the world, but under widely varying conditions. In China, for example, the itinerant barbers among the natives, not the natives themselves, might be the prospects. In India, for example, to advertise and picture a low caste native shaving himself with any particular make of razor might easily put a taboo on it for natives of a higher caste. Or, a canned milk advertiser who pictured his product being used by Japanese or Chinese in coffee and tea might better recognize that they don't drink coffee at all, but they drink tea without milk and that the appeal might better be made on the grounds that canned milk is a nourishing food for children and invalids. So those of us who are concerned with the making of effective advertising arguments may well avoid the danger that lurks in the fine-sounding phrase that "human nature is the same everywhere." Undoubtedly, everybody eats some kind of food, wears some kind of clothing and uses some kind of shelter. The difference is in the kind of food and clothing, and shelter, in the *habits* that they develop and the *ways* in which these instincts and desires are satisfied. Take cosmetics as an example: Our manufacturers will find it easier to reach the market of the Manchu women of Northern China with powders and rouges if they recognize that the base of her makeup is not cold cream, but a preparation of honey.

In today's international competition for foreign trade, America has the distinct advantage of superior initiative, larger plant capacity, greater reserves of capital, more open-mindedness, and, last but not least, more faith in and better knowledge of modern advertising. Of these weapons, the most patent one at our command, is advertising.

And Now They Are Packaging Trade-Marked Bananas

An Experiment in Merchandising Which Is Being Tried Out in Boston and That May Change the Merchandising of Bananas

BOSTON is the scene of an experiment in packaging and the subject of the experiment is the banana.

Last week, newspapers in Boston carried four-column advertisements announcing this experiment. The advertisements were headed, "There's a new delicacy at your market today!" with a sub-caption, "Six perfect bananas in a box—Why?"

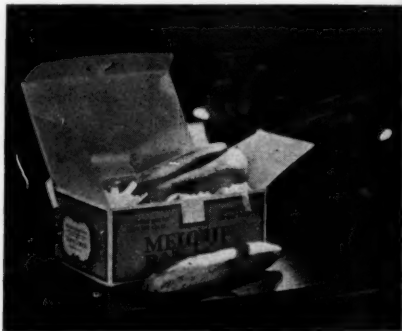
There was a picture of a package marked "Meloripe Bananas" and the copy went on to explain that Tropic Foods, Inc., the company behind the plan, is using it to insure consumers getting the best possible bananas. The company announced that it is buying the finest bananas offered by the United Fruit Company and ripening these bananas in specially constructed ripening rooms. Then, the fruit is inspected and trade-marked, packed in a box and delivered fresh daily by motor truck to dealers all over the city of Boston.

That is the plan as it was explained to the consumers. It was described more thoroughly in a broadside sent out to dealers.

The best grade fruit, the company told its dealers, is bought from the United Fruit Company and ripened in the ripening rooms. Then, they are inspected, selected and trade-marked. They are graded into four sizes. Two sizes are sold at a fixed price per box, the two others at a per-pound price. The packages are then delivered by motor truck to the dealer, although a special discount is allowed if the dealer picks them

up himself. The orders are placed by the dealer through his wholesaler, who bills the dealer and accepts the dealer's payments.

Dealers are cautioned to order only what the trade will consume in twenty-four to forty-eight hours,



THE PACKAGE INVADES A NEW FIELD

since Meloripe bananas are thoroughly ripened when delivered. Dealers are also told to make a feature of banana displays, building the displays around the new cartons. "Don't overload," says the company. "Start with a small order and increase the size of orders as demand increases."

The company also emphasizes two advantages to the dealer. "The wholesale price will be fixed," it says, "so you know exactly what your bananas cost you. You know what it costs you to do business, and you fix the retail price of the fruit to suit yourself. You know exactly what your profit on banana sales amounts to. The waste is taken out of the banana business before the fruit reaches you. Every banana you sell will be a ripe, delicious, nutritious banana. Your customers will eat more of them

Selling \$18,000 to \$25,000 Homes!

DESCRIBING the opening of the New Scarsdale-Longview development in Westchester County, Mr. Robert M. Andre, Vice-President of the Moorland Development Corporation, writes:

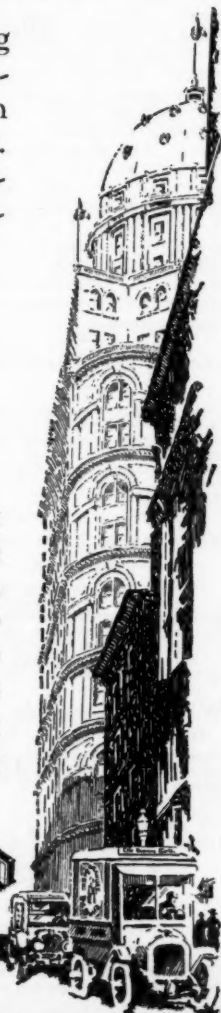
"Sixty-eight plots were sold within two days, and forty-six of these to persons who became interested in our property through the advertisement in THE EVENING WORLD."

Mr. Andre goes on to state that plans already filed call for the erection of homes ranging in cost from \$18,000 to \$25,000—which not alone indicates the productiveness of EVENING WORLD advertisements, but establishes the high purchasing power of its readers.

The Evening World

PULITZER BUILDING, NEW YORK

TRIBUNE TOWER, CHICAGO



and your banana business will grow."

The cartons are folding paste-board boxes attractively embellished. The bananas are surrounded in the carton by shredded paper.

The company admits frankly that the plan is an experiment but it hopes for success for several reasons. First of all, the plan should win dealer support because it eliminates waste from stem weight, damaged bananas, too rapid ripening, time lost in wrapping, etc. Second, the plan offers the dealer a more businesslike method of determining profits. Third, the plan makes it physically easier for the dealer to handle the fruit. Fourth, the cartons add to, rather than detract from the appearance of the dealer's store. Fifth, the consumer is offered a convenient, clean and economical method of buying properly ripened bananas.

Changes Oil Burner Name to Senac

The Hubbard Automatic Oil Burner Company has changed the name of its burner to Senac, chosen as the result of a name contest. The manufacturing headquarters of the Hubbard company were recently established at Duluth, Minn.

New Automatic Toaster Being Advertised

"Toastmaster, Junior" is the name of a new home size automatic toaster placed on the market last month by the Waters-Genter Company, Minneapolis. The advertising of this toaster is being handled by the Mitchell Advertising Agency, also of Minneapolis.

Waldorf System Sales Increase

The Waldorf System, Inc., Boston, chain restaurants, reports sales of \$3,320,634 for the first quarter of 1926, against \$3,173,153 for the corresponding period in 1925. Net profits for 1926 to March 31, amounted to \$257,701. In 1925 a total of \$223,751 was reported for the corresponding quarter.

Real Estate Account for L. Jay Hannah

Ray Rice, realty broker, Chicago, has appointed L. Jay Hannah & Company, advertising agency of that city, to direct the advertising of Dunham Woods. Newspapers and magazines will be used.

Canadian Biscuit Companies Merge

A consolidation has been effected by six Canadian biscuit manufacturers that will be known as the Canada Biscuit Company, with headquarters at London, Ont. The merger involves the following companies: the Montreal Biscuit Company, Ltd., Montreal; the McCormick Manufacturing Company, Ltd., London, Ont.; the Paulin-Chambers Company, Ltd., Winnipeg; the J. A. Marvin Company, Ltd., Moncton, N. B.; the Northwest Biscuit Company, Ltd., Edmonton, Alta., and the Northwest Mill & Feed Company, Ltd., Edmonton. Frank A. McCormick, of London, Ont., is president of the new organization.

A. G. Costello Advanced by Anchor Cap & Closure

A. G. Costello, of the Anchor Cap & Closure Corporation, Long Island City, N. Y., metal caps and glass container equipment, has been appointed manager of the Chicago office, with which he has been for the last five years.

The Anchor company has opened an office at St. Louis. John J. Pahls, formerly manager of the Houston, Tex., office, is manager.

Mapl-Flake Mills, Inc., Formed at Chicago

The cereal manufacturing division of the Armour Grain Company, Chicago, is now being handled by a separate company, called the Mapl-Flake Mills, Inc., Chicago. George E. Marcy, formerly president of the Armour company, has become chairman of the board of directors. J. A. Mander, vice-president, is in charge of advertising.

Warehouse Account for Charles C. Green Agency

The Lehigh and New England Terminal Warehouse Company, Bethlehem, Pa., has appointed the Philadelphia office of the Charles C. Green Advertising Agency, Inc., to direct its advertising. Newspapers and direct mail are being used.

McGraw-Hill Buys "Successful Methods"

The McGraw-Hill Publishing Company, Inc., New York, has purchased *Successful Methods*, also of New York. It will continue to publish *Successful Methods* as a monthly, beginning with the June issue.

C. H. Schaible with Brooklyn Printer

Cornelius H. Schaible, who has been with The H. K. McCann Company, New York, for the last nine years, has joined Collison & Klingman, Inc., Brooklyn, N. Y., printing.

Quashing All Circulation Debate

The Times-Picayune

Morning and Sunday

	1920	1926		
Daily	75,245	81,662	Gain	6,417
Sunday	91,524	117,735	Gain	26,211

The Item

Evening and Sunday

	1920	1926		
Daily	68,530	61,925	Loss	6,605
Sunday	84,717	84,895	Gain	178

Above figures taken from publishers' sworn statements filed with the Postoffice Department for the six months ending April 1, 1920, and April 1, 1926.

The intrinsic merit of The Times-Picayune, as a good home newspaper, has achieved for it the greatest circulation yet known in Louisiana journalism. Leading in circulation for years, The Times-Picayune has kept pace with the ever increasing growth of the city, proving that it is not only the preferred medium of the older and more settled sections of New Orleans' population, but that it is also the newspaper selected for home reading by every new accretion of population. The thorough coverage of the New Orleans field, which has won for The Times-Picayune the advertising leadership of New Orleans again and again, has thus been maintained for the past decade.

The New Orleans Times-Picayune

Representatives: Cone, Rothenburg and Neece, Inc.
Pacific Coast Representatives: H. J. Bidwell, Inc.

Why
The Country Gentleman
Has Added
2,000 New
Every Day for

*Because it is the Modern Farm Paper
for Modern Farm Families. The
Editorial Contents of the 164-page*

MAY ISSUE

**Tell How It Serves More Than
1,200,000 Homes—103 Items, Every
One of Which Was Especially
Designed to Interest the Family on
the Farm:**

Readers EIGHT MONTHS

11 General Articles
5 Short Stories
1 Serial Installment
9 Items about Crops
9 Items about Livestock
7 Items about Dairying
13 Items about Poultry
9 Items about Orchards
20 Features for Women

And other Pages of
Editorials
Architecture
Radio
Humor
Handy Mechanics
Gardening
Outdoor Boy
Girls' Life

*And an issue like this one comes
on the first of every month*

The Country Gentleman

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

*Publishers of The Country Gentleman, The Saturday Evening Post, and
The Ladies' Home Journal*

Advertising Offices: Philadelphia, New York, Chicago,
Boston, San Francisco, Detroit, Cleveland

THE FARMER'S WIFE

will be printed
throughout on
magazine stock
———effective
September, 1926

THE FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives
Standard Farm Papers, Inc.,
307 N. Michigan Ave.
Chicago, Ill.



Eastern Representatives
Wallace C. Richardson, Inc.,
250 Park Avenue
New York City

Members Audit Bureau of Circulation

When "High-Spotting" Becomes a Virtue

There Are Times When It Is Advisable to Hit Only the High Spots

By A. H. Deute

General Sales Manager, The Borden Company

"THERE is a salesman we might as well let go," read a report covering an individual on the sales force. "He's a high-spotter. He won't look at his list of customers as something that has to be worked regularly. On the contrary, he continually seems to watch his territory as a whole and seems to be able to sniff out where the largest orders are and then scurries around after them. He passes up half the accounts in his group of counties."

This is the stigma that attaches itself to the high-spotter, the salesman who may be a very good man in every way, except that he cannot follow his route. He skips about, running all over his territory. He hears of a prospective sizable order over at the other end of a county and he jumps over there to get it. He hears of another at some other out-of-the-way point and he is over there. There is no doubt of his willingness and ability to work, but he flits here and there, he hits the peaks, he is a "high-spotter."

A dyed-in-the-wool high-spotter can cover an apparently tremendous amount of trade and his daily reports, to all casual observers, may show a splendid volume of business, but when dug into and analyzed by a careful student of the territory, here is what is apt to develop: This optimistic searcher for the "big fish" is probably the possessor of a territory two or three times larger than any man can work thoroughly and consistently. He probably got it through bitterly bewailing the sad fact that he "hasn't got enough territory to keep a hustler busy." So, as opportunity offered, he took on a little more and still more, until finally he is working a territory which no single man can cover properly and thoroughly.

Almost daily, one comes in contact with sales managers whose great problem is that of holding on to good salesmen and keeping them interested and satisfied in spite of the fact that they have to cut territories in two. In many a sales office there is constantly going on the job of analyzing one man's territory and realizing that it contains the population and the potential business to make enough work for two men and that two men can greatly increase the volume. Then there follows the attempt at being tactful and "letting the man down easy." But when a salesman has established himself in a certain territory and is making a good income with considerable ease, it is too much to expect him to be pleased when the territory is cut in two and he is expected to comb the by-ways for additional business. One day, I met a disgruntled roofing salesman who said: "They took away a couple of counties that cost me ten accounts that were among the finest in the State. And I built them up. I'll have to hunt up fifty little accounts in what I've got left to offset what I lost in those ten. While I'll get a lot of little ones in my present territory, I'll get all my big accounts sore at the house and sore at me." So thinks the natural born "high-spotter."

Against this argument of the salesman is the calm analysis of the man in the home office who is obliged to pay selling expenses, traveling expenses, freight and all those things. Many a man in such a position has seen his volume of business grow in size and felt that all was well until the problem of rising costs confronted him. And even those rising costs were apt to be misleading on the face of things. It seemed hard to figure

out how to cut them down until it became plain that the business was being done over a wider and wider area. Salesmen's trips were longer. The freight hauls were going to farther and farther points. The business was being built up in "foreign" territory.

Immediately after the war, there was a manufacturer whose case comes to mind, who almost ruined his business by watching his volume but not watching where the volume came from. Before he realized it, he found himself spread out over some ten or twelve States, getting into competition on their home grounds with a score or more of competing manufacturers and finding that his selling expense was eating up almost, if not all, of his profit and promising to run him into red figures.

VOLUME ISN'T ALL

This brings us to the old established conclusion that getting the volume of business is one thing, but getting the right kind of volume is quite another matter. After all is said and done, volume is a means to an end. The objective is a profit on the investment.

Now, exactly the same argument holds true with high-spotting and the high-spotting salesman. Although it has become almost an axiom among sales managers that the high-spotter must be banished from the ranks of salesmen, there are still just enough times when this is entirely erroneous to make it worth while considering high-spotting, not as a disease prevalent among some salesmen, but rather as a method of selling which, under certain conditions, is decidedly worth undertaking.

For example, the manufacturer of a staple food product worked, of necessity, on a very close margin of profit. He sold his line mainly through the wholesale grocers, but, like many other manufacturers, he began, some years ago, to carry a sizable crew of missionary men to work the retail trade and turn the orders over to the jobbers. Gradually, this form of missionary selling took on

formidable aspects. A sales department began to take shape. A growing force of salesmen were fitted into the various markets. These men were so placed in territories that they could call on every merchant, large and small, every thirty days to six weeks. This intensive selling effort naturally commended itself to the jobbers and business was built up on that account.

In the period when it was recognized by the management that business had to be developed and volume built up, the company realized it had to sit back quietly and submit to the heavy monthly expense of salesmen's salary and traveling expenses.

But, as time went on, distribution became practically perfect. Practically every jobber stocked the line and quantities of missionary orders were turned in regularly. Then the management began to wonder when the profits would start coming in. Analysis demonstrated the fact that entirely too large a percentage of the total sales made through jobbers came about as the result of these missionary orders. Plainly, the company in its desire to co-operate with the jobbers, had leaned over backwards in supplying the sales co-operation for which the jobbers asked. It was undertaking to do the jobber's work, and was calling on the retail trade so often that the jobbing men came to realize that so far as this line went, it wasn't necessary to do any real work because the missionary men were seeing to distribution.

This resulted in the company carrying some ten to fifteen more men than it should have been carrying and this meant an unnecessary expenditure for salary and expenses of not less than \$3,500 a month and from there up to \$5,000 or better.

Then followed an argument as to how this state of affairs ought to be changed. There was the argument in favor of definitely abandoning certain territories where business seemed to be hardest to get and concentrating the effort in the markets where vol-

ume was more easily obtainable. Still, each of these territories where abandonment was considered was doing enough business to make it difficult to withdraw.

One day, the company came to realize that approximately one-third of the retail grocers in the country do approximately three-fourths of the total consuming business. This was a most pertinent discovery. It meant that two-thirds of the calls those salesmen were making were for the purpose of trying to do one-quarter of the territory's business.

Now, if this line had been sold direct to the retailer by the manufacturer, the matter of having the sales force work every dealer, no matter how small, would have been worthy of consideration. But here was a manufacturer working through wholesalers with sales forces of their own. How much work, in a case like that, should the manufacturer really do in the way of missionary selling? How much could the jobber's own men be expected to do?

Of late, many sales managers have given much thought and study to the subject of how much missionary work can be done at a profit. Many jobbers, too, have come to realize that when the manufacturer is obliged to keep in his market a permanent and expensive sales force constantly to work the retail trade, it is but a short step to direct selling by the manufacturer to the retailer. During the last few years especially, the desire to get and maintain volume at all costs, has brought many a manufacturer into a missionary selling expense out of all proportion to the value of the business secured.

I have in mind a market that has approximately 3,000 retailers in it. For some years, a certain manufacturer maintained in that market a retail force of five men. They were expected to work every store—large and small—to get as near perfect distribution as possible—to see that the goods were properly displayed and that the company's advertising matter appeared in as many stores as they

could get it in. This work was done as representative of the firm's desire to co-operate with the jobbers in that market. All the jobbers stocked the line. The total volume in the territory was large. The missionary orders came to the jobbers without trouble and were handled with very little expense. As a result, first one jobber and then another began to cut down the price to the retailer until it got to the point where a good-size order would be handled by some jobbers for practically nothing more than the cash discount.

This resulted in jobbers and their salesmen taking no real interest in the line. There were two reasons for this—first, the jobber saw no chance to make a profit, and, secondly, the missionary men sold about all there was to sell anyway.

THE JOBBER WOULD NOT PUSH THIS LINE

From a superficial viewpoint, this manufacturer was doing wonderfully well in that market. But if one analyzed the market carefully, it became apparent that the manufacturer was getting the business at a selling cost so great that it ate up all his gross profit. The jobbers handled large quantities of the line but were frankly taking no interest in trying to sell it. The consumer did not profit by the large volume because it was secured at such a high price that there could be no thought of lowering the prices.

The big leak in this territory was the \$2,500 a month which it cost to maintain the missionary sales force. One day, the head of the manufacturing company suggested that with the line well introduced, it ought to be possible to carry on the work with fewer men. Considering the lack of interest on the part of the jobbers and the probability of seeing a big falling off in business with the pulling out of some of the men, the sales department protested.

"Well," the head of the company said, "maybe you're right. But we do know that our present volume isn't making us any money

because of what it costs to get it. Take out the three weakest men and save \$1,500 a month. Explain to your jobbers why you are doing it. Tell them we aren't making any money and they aren't making any money. There are, right now, some seven or eight jobbers fighting all over the territory and handling the line without profit to themselves. If necessary, pick out a couple or three of the largest jobbers and give them exclusive agencies and they can then see their way clear to do a little selling through their own men. After all, our men should not do all the selling—they should just help and maintain contact."

Needless to say, that territory began to produce a profit. At the same time, with the retail force cut from five men to two men, it was no longer possible to work every store, **big and little**.

Carefully planned high-spotting was put into effect. Lists were made of the outstanding stores in each town. As every salesman knows, every town has a certain number of "key" stores—stores which dominate their respective neighborhoods. When these stores feature a certain item, they set the fashion for the other stores in the immediate vicinity. If they handle the item at a fair margin and do not use it as a cut-price leader, it is only logical for the other merchants to carry the same item. Especially is this so when the jobbing salesmen, working all the stores, are soliciting business.

For example, three towns each had some twenty to twenty-five stores which could carry the item. Formerly, it took one salesman three days to work them, calling on every one. With the rearrangement of missionary men, it turned out that one town had four retailers who thoroughly dominated the town, another had five and the third had a total of seven. If these sixteen stores were kept properly stocked and interested, the majority of the remainder would readily buy from the jobbing men. One salesman could cover those three towns and those sixteen merchants in one day, provided

he was working in an automobile.

Another interesting case is that of a territorial manager opening a new group of States. He went in with a small force pushing a new line. His job was to secure perfect distribution. The line was being sold direct from manufacturer to retailer. His men would have to bring in all the orders.

So that he might develop his market most readily, he first went over it himself and secured the names of the most outstanding merchants. He marked their locations on the city and town maps he carried. On the same maps, he marked the locations of the other stores. As he put rings around these dominant stores, he could see that most of them had around them a collection of smaller stores. These latter he left for a later day. The stores he selected as outstanding ones were turned over first to his sales crew. And these stores were thoroughly covered for months before the next step was undertaken. Without taking time to work the smaller stores, this territorial manager and his men confined all their efforts to making the line move through the key stores.

SMALL DEALERS FALL INTO LINE

When this sort of work had been going on for some six months and these larger stores had been displaying and selling the line readily, the salesmen began to call on the many smaller stores nearby. More often than not, the small merchant knew of the line through having seen it advertised or through having seen it displayed in the larger stores and, in many cases, they had actually had calls for the product. Thus, the distribution in the smaller stores was obtained with comparative ease and in many instances with the merchant keenly anxious to buy. Yet, those same smaller merchants, if they had been covered when the line was first brought into the market, would, in most cases, have held back from buying. If they had bought, it would have been in tiny lots and with the feeling that the item would not sell.



Next Week—

Three thousand leading business men from all parts of the country will gather in Washington for the Annual Meeting of the United States Chamber of Commerce.

On June 5, Nation's Business will publish an extra edition, reporting the proceedings of this great annual meeting of American Business.

This number will reach 225,000 leading business men — our regular subscribers — and at least 50,000 others.

A Total Circulation
of 275,000
no increase in rate

**NATION'S
BUSINESS**
Washington

Member
A.B.C.



Leadership Increasing

The Boston Evening American is increasing its great leadership in the evening field of Boston.

The Boston Daily Advertiser has strengthened its position as the newspaper of second largest circulation in the morning field.

The combination of the Boston American and the Daily Advertiser sells each day more copies than any Boston daily newspaper or any other combination of morning and evening papers.

In Boston buy "leadership circulation—still increasing". Take advantage of the *optional* combination rate of these two newspapers.

Boston Evening American **Boston Daily Advertiser**

Rodney E. Boone
9 East 40th St.
New York City

H. A. Koehler
Hearst Bldg.
Chicago, Ill.

S. B. Chittenden
5 Winthrop Sq.
Boston, Mass.

Louis C. Boone
Book Tower Bldg.
Detroit, Michigan



Enter—The Advertising Ghost

Pleasant Spectres and Artistic Spooks, Called into Play When the Unusual in Illustration Is Desired

By a Commercial Art Manager

A CONSIDERABLE number of ghosts walk through advertising today; agreeable and companionable ghosts, that do not give you the creeps, despite their spectral attributes. There are industrial ghosts and nice home-loving ghosts that people almost every phase of advertising art.

In fact, the copy writer could not very well get along without them, elaborating, as they do, some elusive and subtle idea which would prove baffling to even the most resourceful artist, were no such privilege granted.

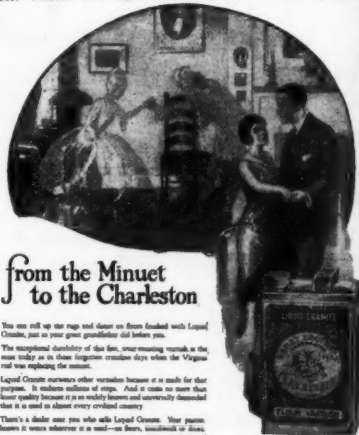
A delightful and enthusiastic housewife, purchasing a new automatic range for her home, is reminded of the fact that it virtually means a servant, bustling actively about the kitchen. Indeed, the purchaser of an Armstrong Automatic Range wrote this very statement in to the advertiser, so great was her enthusiasm.

What could be more natural then, as an illustration, than to show this ghostly presence, this helpmate, neat and tidy and efficient who busied herself at appointed tasks, and allowed the mistress of the house to play a little while?

There is a vista of dining-room and kitchen, and the housewife walking out into the sunlit yard, while, bending over the range is an attractive housemaid, in white apron and cap. At first, you scarcely see this spectral servant. The artist has drawn her delicately, in tones of gray. She is trans-

parent, according to the accepted standards of ghost portrayal. The illustration takes on an interest which would be missing if more conventionally handled. Merely to portray a neat kitchen and the

6 GLOBE FINISHED WITH ALKID GRANITE MARBLE DEBRATIONS OF ARTIST



from the Minuet
to the Charleston

You can roll up the rug and dance on floors finished with Liquid Granite, just as your great grandfather did before you.

The exceptional durability of this fine, non-removing varnish is the most today as in those forgotten candlelit days when the Virginia reel was replacing the minuet.

Liquid Granite overcomes other varnishes because it is made for that purpose. It endures millions of steps. And it costs no more than house quality because it is so widely known and universally demanded that it is used in almost every civilized country.

There's a dealer near you who sells Liquid Granite. Your painter knows it since wherever it is used—on floors, woodwork or walls.

Here's Floor Varnish
That Wears!

BERRY BROTHERS
Varnishes Enamels Stains
Detroit, Mich. Walkerville, Ont.

IT IS USUALLY A DIFFICULT PROCESS TO PRODUCE THESE GHOSTLY EFFECTS

automatic range installed, as the lady of the house goes for a walk or a call, would offer nothing new in art conception.

This ghost form is an allegory of service. It serves to convey at once to the reader the fact that the range continues its work, without need of watching, when there is nobody around. It humanizes the product, picturing one of its most important features.

In a similar manner, a ghost picture was employed for Baker-Vawter, in order quickly to sug-

gest that the phantoms of yesterday in office management are obsolete. A very material girl is at work on books, reports and filed documents. She seems to be happy at this task. Back of her, disappearing into the distance, is the ghost study of a very old book-keeper of a former regime. He is seated at a high desk on a stool, smokes a corn-cob pipe and wears an eye-shield. In every way, he suggests the labored methods of a past generation; a phantom of the long way around, of the process which is now in disrepute.

An unusually effective original wash illustration for Pratt & Lambert varnish products utilized this ghost idea with fine dramatic sense. The advertiser wished to explain that the product demonstrates its wear-resistance qualities at certain points on floors, as, for example, the narrow strip from dining-room to kitchen and back, where the servant takes so many steps, three times a day, as she brings in and takes out dishes.

Superimposed against the dining-room scene, directly behind the maid, as she enters, is a great, ghostly hand, sweeping downward, into the composition, the index finger designating where the test takes place. As a result, an illustrative subject which, before the introduction of the spooky hand, was quite commonplace, immediately became attractive and spectacular. When ghosts visit the advertising picture, drab sameness disappears.

In still another varnish advertisement, this time for Berry Brothers, spectres became the pleasingly dominant theme of the artist's canvas, while elaborating a sales idea. An old homestead has stood for years, as one generation disappeared and another came to take its place.

The self-same floors of a beautiful drawing-room remain. But this is an important night; there is a dance in progress. At one side, a modern girl and boy go through the steps of a modern dance. In the background, however, it is quite another story.

Two charming ghostly figures

dance the minuet. A fair lady and a gallant gentleman of old Colonial days, bow across the polished floor. And the copy hints that you, the owner of this old homestead, can dance on as smooth, beautiful floors, as did your grandmother and grandfather in the dim, picturesque past. The headline is happy: "From the Minuet to the Charleston."

Ghosts have always interested a great many people, and the spook seance is as mysteriously alluring to the crowd now as before its trickery was exposed. These phantom figures, drifting across the face of otherwise quite normal scenes, may safely be depended upon to attract attention.

The pictures are seldom easy to produce. The effect of transparency, with detail showing through, requires great skill. Sometimes, the air brush and its spray of white shortens the undertaking, because in some instances, the object which is to be in ghost-style, is painted, full strength and in perfect detail, and then "blown down" to delicate texture, by means of a spray of Chinese white or aniline white, which is a little less dense.

This spray of white is permitted to cover only the spectre itself and the edges are softened to make the contrast less abrupt. Parts which must show through, to heighten the effect, are either touched in, or air brushed.

ANOTHER SUCCESSFUL PLAN

One artist, who has made many drawings of this character, combines photographs with original art work, to create the odd illusion, and this method has been unusually successful. His scenario may call for a picture of a crowded street, with one ghostly figure striding along. He makes a camera study of street and throngs, and then paints in, in gray and white, his ghost figure. The remainder of the print is not touched in any way.

The camera, however, has at last succeeded in providing for trick pictures of this character. Two exposures on a single plate, will give absolute realism. Indeed,

Building Business



Lime, cement, stucco, plaster, brick, stone and lumber, iron, steel and tile, insulation and roofing, plumbing, heating, lighting and ventilation equipment, paints and varnishes — these are the raw materials of the building business. They bear to the building business very much the same relation that motors, starting, lighting and ignition systems, steering gears, axles, radiators, tires, bodies, and upholstery bear to the automotive industry. And, like the automobile that is constructed of standard parts, the building that is constructed of standard units, known to the great buying public by name and reputation, is the building that meets the requirements of the present-day market.

More and more, as time goes on, home builders are incorporating into their houses added conveniences and luxu-

CINCINNATI

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Martin L.
927 Bruns

for the Building Business

ries — built-in equipment from cellar to attic. Automatic heat control, electric laundry and refrigeration equipment, garbage incinerators, moth-proof vaults, labor saving kitchen cabinets and medicine closets. The list could be extended *ad libitum*.

But whether "fully equipped" or without the accessories, the modern home, like the modern automobile, must be built of the best standard parts and must be so advertised.

Cincinnati has long been famous for the beauty and excellence of its homes, a reputation even better merited now than at any time in the past. This city is therefore of necessity a great market for high-grade, nationally advertised building materials and equipment. And the key to this market, as to the Cincinnati automobile market, is the Times-Star.

In the year 1925 the real estate and building materials industries placed almost eighteen units of display advertising in the Times-Star for every thirteen units placed in the second afternoon newspaper. But on the same days (the Times-Star is not published on Sundays) the display lineage in this classification of the Times-Star was more than 2.3 times that of the leading morning newspaper.

I TIMES-STAR

Martin L. Marsh, *Eastern Rep.*
927 Brunswick Bldg., New York

Kellogg M. Patterson, *Western Rep.*
904 Union Trust Bldg., Chicago

certain promoters of spiritualism have produced such miraculous camera results along similar lines, that they have perplexed experts specializing in photographic art.

The "clear wash" ghost illustration requires far more study and preparation. The transparency is built up, step by step, as the artist proceeds. It is not "faked in." The ghost figure, for example, must be as carefully drawn in as if for full strength wash. Then, the eliminations begin.

THE SECRET OF THE IDEA

The secret of the ghost picture is transparency. The moment you can see some of the background detail through a figure or, indeed, any object, it becomes supernatural.

Here is a page study of a great manufacturing plant, while, placed over it, in heroic proportions, is an immense wrench. But the factory buildings show dimly through it. How was this accomplished?

The background was a photograph, unretouched. The artist, supplied with good copy, drew the details of the wrench directly over the photograph, but in white outline. It was a skeletonized rendering of his subject.

Three or four tones of light, transparent gray were next sprayed over the face of the wrench with the air-brush, none of them as dark as the background detail. This series of tones does not completely do away with the camera's work. With comparative ease, the ghost product comes to life.

For Ross cam and lever steering gears, ghosts have played a most important part in a series of periodical advertisements. It is necessary to illustrate the fact that when a person is at the wheel of a car, this installation automatically provides an invisible guardian of safety. Moreover, it is easier to steer because of the unseen helpmate.

Words fail to describe the point definitely, but the artist makes it very clear indeed with his troupe of performing spooks. The allegorical study of a great giant swings into the composition, his

hands reaching down and grasping the wheel. But he does not cover up or confuse the character studies of people, drivers, and the cars. He is a phantom.

First, the artist makes his study of driver, wheel and car. These drawings, in sturdy wash, are full strength. There is no suggestion of the ghost giant.

Now, the figure is lightly sketched in. Where he runs out from the illustration proper, and upon white paper, the merest shadow of a pen line portrays him. Where he intrudes upon the picture, the pen lines are helped out with a tracery of white. Now and again, the engraver can be of service by tooling out a few whites wisely.

Whether the background be wash or photograph, the result can be achieved in the same simple manner. White outlines, making a definite shape, build the ghost with promptness and dispatch.

There appeared recently a most mystifying illustration in an industrial paper campaign. On the completion of a great new factory, an advertiser described the small original plant which was erected by his great grandfather, in the long ago.

There was a faded photograph of it in the files, and this was all the artist required. A camera study was made of the new building, under vigorous lighting conditions. This was mounted into place in the page layout.

The artist pantographed the outline of the old original building, in fairly large size, over the photo print. It was sketchily drawn with a pen dipped in white ink. But this was not sufficient, because realism was missing. There was no detail. By washing delicate flat tones over the outline, however, a ghost-picture of the little plant was arrived at, and, all the while, only a small amount of the photograph beneath it, was sacrificed.

An attractive, middle-age woman sits retrospectively, in an arm chair, gazing into space. She is thinking of her childhood, and in one corner of the composition,

a smiling baby face looks down upon her, from surrounding shadows. Both were photographic in their realism. Here, the problem was vastly simplified, because the customary transparent effect, with detail "showing through" was unnecessary. It meant two camera studies only and air brushing.

The picture of the child, separately made, was cut out and mounted upon the larger print, its edges neatly bevelled. Now, the wash tone of shadows was brushed in, covering up where the matching took place.

Finally, the spray of white cut down the original strength of the print of the child, by more than half, until only a misty and uncertain suggestion of it remained. But always, through this haze of white, the features were visible, in a haunting and delicate mood.

"Ghost" studies of machinery are made, sometimes, in this way. The advertiser desires to show both the exterior and the interior of a certain piece of elaborate mechanism. Two photographs are made, one of the exterior, one of the interior detail, from a sliced model.

The interior print is rarely touched. But the artist, working from his other photograph, draws in tones of gray and in white, with black sparingly employed, the essential outlines of the exterior view right over the print. Then comes the transparent overall spray of white, and two surfaces are fused in one.

Ghost pictures are essentially dramatic, particularly where figures are introduced. Some of the recent Burroughs adding machine illustrations are of this type. An alarmed man, glances in affright over his shoulder, at some unseen menace, as he reaches for his profit dollar. A part of that dollar is about to be snatched from him.

Five ghostly hands reach across his figure, from behind, hands that are spookily eager to rob. These are not material hands, because they at no time shut off any part of the large figure. It was only necessary to mount the print of the

man, and draw in, in transparent wash, those spectral, grasping hands. Or it could be done with the camera throughout.

Hearst Newspaper Executives Hold Three-Day Conference

A business conference of Hearst newspaper executives, which was held at Detroit on April 26, 27 and 28, was attended by about 100 members of the staffs of the twenty-four Hearst newspapers. There were group meetings of publishers, display advertising managers, classified advertising managers, sales promotion managers and circulation managers. On the evening of the second day, all those attending the conference met at a get-together dinner, otherwise every meeting was given over to business matters.

The chairmen of the various group meetings were: Publishers, Clarence R. Lindner, *Detroit Times*; display advertising managers, M. C. Meggs, *Chicago American*; sales promotion managers, E. M. Carney, superintendent of promotion at New York headquarters; classified advertising managers, R. E. Seiler, *Los Angeles Examiner*, and circulation managers, A. E. Crawford, *San Francisco Examiner*.

Attending the conference were representatives from the various departments of the following newspapers: *New York American*, *Evening Journal* and *Mirror*; *Albany Times-Union*; *Syracuse Journal*; *Rochester Journal-Post-Express*; *Boston American and Advertiser*; *Baltimore News and American*; *Washington Herald and Times*; *Atlanta Georgian*; *Chicago Herald and Examiner and American*; *Milwaukee Wisconsin News*; *Detroit Times*; *Seattle Post-Intelligencer*; *San Francisco Examiner and Call* and *Post*; *Oakland Post-Enquirer*; *Los Angeles Examiner and Herald*, and the *San Antonio Light*.

Chair Account for Boston Agency

The W. F. Whitney Company, Inc., South Ashburnham, Mass., maker of Whitney Windsor chairs, has appointed the Smith Endicott Company, Boston advertising agency, to direct its advertising account.

B. L. Chapman Joins Robert M. McMullen Agency

Bertrand L. Chapman, formerly with the *New York World* and Barton, Durstine & Osborn, Inc., New York, has joined the Robert M. McMullen Company, New York advertising agency.

J. A. Drake Joins Campbell-Ewald

J. A. Drake, formerly an account executive with Williams & Cunningham, Inc., Chicago advertising agency, has joined the Chicago staff of the Campbell-Ewald Company.

What "Merchandising" Really Is

Why comparatively few men, except the seasoned expert in modern advertising, understand what it is or what part it plays in selling-by-advertising programs

ON every side today, one hears of "merchandising." The word, like "service," is becoming much abused.

But what is it? What does it mean?

If you speak of it in connection with advertising, you are speaking of advertising. For advertising is merchandising.

If you speak of it without connection with advertising, you are speaking of a radically different method of selling. Of a method in use before the force of advertising was known.

Merchandising is not a thing apart, but a tangible, inseparable part of advertising. Without hens there would be no eggs. Without eggs there would be no hens. Without merchandising there would be no advertising.

Advertising is merchandising that makes products seem desirable to the consuming millions. Every productive piece of national advertising is a piece of merchandising. An advertisement which is merely good "publicity" is a failure. Thus merchandising, so-called, must start with the printed word.

The dominating "idea" upon which dealer selling must rest in success or failure must originate in the advertising. A dynamic "merchandising idea," ninety-chances in one hundred, is a "copy" idea.

Take "Halitosis" of Listerine, for instance. That's a merchandising idea. So is the "Film on Teeth" of

Pepsodent, the "Faster Than Plain Toast" of Quick Quaker, the red can of "Campbell's Soup" and others by the score.

Viewing merchandising as apart from advertising is a great mistake seasoned advertisers have learned to avoid. "Copy" can't follow the merchandising. Merchandising can't follow the copy. They must be one and the same. Advertising failures often come when that rule is disregarded.

A "great job of merchandising," done without respect to the advertising, or left unprotected by advertising with power to convert the consuming public, results usually in disaster.

A "great copy story" left unbacked by the application of proper merchandising, which is *synchronized* merchandising, will miss much of its fire.

To win in advertising today, you must have both. That is, both in one. A dynamically forceful Central Idea that threads its way through all advertisements in a campaign and that sales managers can *train their men* to accept to the point of a religion.

Study modern advertising successes. Note how true that point is. Study the outstandingly successful advertising agents of the day . . . you'll note in *practice* that's the way they practice "merchandising."

Selling the dealer is one point of merchandising. Selling the consumer is the other. *But both are advertising.*

LORD & THOMAS

NEW YORK
247 Park Avenue

Advertising

CHICAGO
400 North Michigan Avenue

LOS ANGELES
1151 South Broadway

LONDON, ENGLAND
Victoria Embankment

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas units to the client's interest.

Illinois Clubs Discuss Retail Problems

It Is Hoped That within the Coming Year Illinois Will Be Included among the States That Have Enacted the PRINTERS' INK Model Statute and Work Along This Line Will Continue

RETAILING and retail advertising were the subjects which received almost exclusive attention at the second annual convention of the Advertising Clubs of Illinois at Peoria on April 27.

The principal activity of the State Association during the first year of its existence, according to President W. Frank McClure, who presided over the convention, was the effort it put forth to secure the passage of the PRINTERS' INK Model Statute by the Illinois General Assembly. The bill was finally shelved when its backers refused to allow any of its teeth removed. However, the association plans to continue its work in behalf of the project and hopes within the coming year to add Illinois to the States which have already passed this law.

The one point which was emphasized by nearly every speaker at the convention was that while a business cannot succeed without advertising, neither can it succeed if that advertising is not backed up by the right kind of management and service.

In "Getting the Most Out of Retail Advertising" discussed by Frank LeRoy Blanchard of the Henry L. Doherty Company, New York, he listed among the factors to blame because advertising does not bring desired results to some retailers: (1) poor location of the store; (2) goods not suited to the trade to which the owner wishes to cater; (3) personnel behind the counter lacks salesmanship ability, knowledge of the merchandise and an interest in service and courtesy; (4) the advertising itself may be at fault, stressing price to the exclusion of quality or praising the quality without mentioning the

price; (5) the exterior or the interior of the store may be unattractive; (6) the goods are not as represented in the advertisements.

DEPLORES NEGATIVE STATEMENTS

Joseph R. Ozanne, advertising manager of Carson, Pirie, Scott & Company, Chicago, also stressed the importance of properly trained and instructed salespeople in a store. He pointed out that much of the advertising and many of the signs displayed in the store are negative in character such as "Do not touch," "No deliveries until Thursday on furniture bought on Monday," "No exchange on millinery materials." Such rules as these can be enforced without setting up barriers between the store and the customer in black and white.

Homer J. Buckley, president of Buckley, Dement & Company, Chicago, discussed the same subject from a different angle, dealing with the part the manufacturer and the advertising man have to play to make for better retailing. These are the men he blames for not following through with the advertising to the point of sale. According to Mr. Buckley, when a retailer stocks a nationally-advertised product it is the duty of the manufacturer to follow through and assist the retailer in every way possible to merchandise that product.

"The Woman Window Shopper" was discussed by Miss Helen Bennett, managing director of the Women's World's Fair, Chicago. Robert A. Warfel, executive secretary of the National Advertising Commission told of the rapid advances which are being made in the field of community advertising. Professor C. H. Fernald, of the University of Illinois, Champaign, spoke on "Advertisements that Attract Attention."

The new officers of the association are: S. O. Blair, former president of the Peoria Advertising and Selling Club, president; C. H. Fernald, Champaign, vice-president; Ethel May Pierce, Chicago, secretary; C. J. Sheets, Joliet, treasurer. The next convention will be held at Joliet.

Toilet goods in the Miami market

238% Plus

COMPARED with the paper next in importance, 1925 lineage in the heavily advertised classification of Toilet Goods and Preparations reveals preference for The Miami Herald by the wide margin of more than 238 per cent.

These comparative figures as of 1925 are:

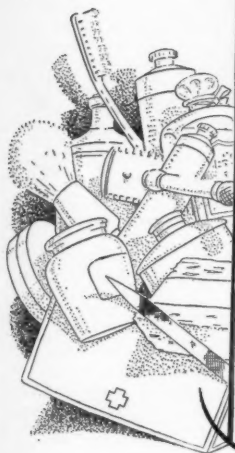
THE MIAMI HERALD:

84,098 Lines

Second Paper:

24,850 Lines

And for January, February and March, 1926, the disparity is even greater—as follows: The Miami Herald: 28,928 Lines; second paper: 6,342 Lines.



The Miami Herald

"FLORIDA'S MOST IMPORTANT NEWSPAPER"

Frank B. Shutts, Publisher

NATIONAL ADVERTISING REPRESENTATIVES

J. P. McKinney & Son

NEW YORK

CHICAGO

SAN FRANCISCO

Geo. M. Kohn, 704 Walton Bldg., Atlanta



N.B. This advertisement is one of a series appearing as a full page in *The Enquirer*. Each advertisement personalizes a Cincinnati suburb, by describing the type of woman characteristic of that suburb; in each advertisement, too, *The Enquirer's* coverage of the district is shown.

I. A. KLEIN
New York Chicago

THE CINCINNATI
"Goes to the home,

Mrs. Oakley

... "Salt of the Earth"

ON a quiet, tree-bordered street sits a homey white cottage. Before it is a stretch of lawn; behind it, a plot of garden. The lawn is kept trim and velvety by Mr. Oakley; the garden is his province, too. But the garden and the lawn and the house between were all planned by Mrs. Oakley—they are essentials in her scheme of life.

For Mrs. Oakley is "salt of the earth"—a "home mother." And she keeps her house strictly modern in every way. Living room, dining room, kitchen—each looks like a picture from "House and Garden."

Outside her home, Mrs. Oakley shows this same modern, progressive spirit. Her aid and opinion are valued by her church; she has an important part in every civic drive. She

is a woman who knows what she wants and gets what she wants.

It is not surprising, then, that she prefers *The Enquirer*. It brings her the news and shopping information she desires, and at that morning hour when she has time to read it. This "Enquirer-preference" is strikingly shown by the fact that 801 Enquirers are delivered daily to the 1,073 residence buildings in Mrs. Oakley's community.

To you, Mr. Advertiser, these facts mean this: Every day Mrs. Oakley's shopping bills run into thousands of dollars. Every day *The Enquirer* reaches her at the very hour when she is deciding how and where she will spend these thousands. Help her decide in your favor—by advertising in *The Enquirer*!



R. J. BIDWELL CO.
San Francisco Los Angeles

ENQUIRER

stays in the home"

To: Research Departments From: Field Investigators

A Memo That Might Be Sent to Headquarters

By Jean Cowles

YOUR field investigators are employed to collect facts. On the accuracy and intelligence with which these facts are gathered and recorded depends the value of any investigation. Consequently, in planning and conducting an investigation, it might be well worth your while to keep in mind the investigator and the conditions under which he works.

The suggestions given here come from the practical field experience of a group of investigators. They believe them to be worth passing on.

First, we need real co-operation from the home office. This may sound like an unnecessary statement, but we have often found that the clerical end is left to shift for itself and that the field worker has to take time and energy from his real job of gathering and recording facts to do work which belongs to the office end. Here are some of the things we wish you would do:

Give us enough questionnaires to last through the job. Don't make us come in night and morning to get a new supply. That means needless travel and wasted time.

If you want reports mailed in each night, which is only reasonable, *give us a sufficient supply of return stamped envelopes.* This is a small thing, but after a day's work on your feet it is a relief not to have to hunt around for envelopes large enough to take the questionnaires and stamps enough for mailing them.

When the investigator is out on the road and does not want to carry a large quantity of blank questionnaires, *see that a supply is mailed in time* to reach him at the towns on which you and he agree. If questionnaires are to meet the investigator in Kansas City he wants them there when he arrives

—not when he is leaving or after he has left. He doesn't want to be forced to wonder all day if they will come so that he can leave that night on schedule, making notes in the meantime on backs of envelopes and hotel bills to be transferred later to questionnaire forms. If there is any question of delay, don't trust to parcel post either. Pay the extra postage and send them first-class. It may save a day's hotel expense. And see that there is someone in the office whose job it is to follow the field worker's route. Don't turn it over to an over-worked and under-anxious office boy.

PRINTED PAGE RESPECTED

Where the scope of the investigation permits, we urge you to get the questions on one sheet of paper. While we try not to show the questionnaire, few of us can always remember accurately the answers to more than a pageful of questions and, moreover, it is often advisable to show a printed form in order to establish confidence in your reliability. Housewives are suspicious today of strangers who ring their doorbells, but the printed page is still respected. When the individual being interviewed sees the investigator turn to a second page, he (or she) becomes impatient and annoyed. She remembers the cake in her oven and he remembers the customer waiting at the counter. After all we do bother people. We bring them no business nor gossip nor free samples. We only take away and so our business should be conducted as quickly as possible.

However, if the story cannot be said on one page and you give us two to fill out, please fasten the two pages together securely with small fasteners or staples in the office. Don't send them out

loose and expect us to sort them out and clip them together. Anyone who has ever opened up an envelope of loose pages on a windy day in the suburbs knows how we feel about this. Clips fall off or get mixed up in a thick pile of papers and before you know it you have Mr. J's second page fastened onto Mrs. A's first page and the two of them blowing off down the street.

When we are to report on two products on one trip such as a drug product and a food product or on both dealers and consumers, it is a great help when the different questionnaires are printed on paper of different colors. Then, if you run across a store in a home neighborhood, you can instantly pick out the blue dealer blank from the orange housewife blank.

Then there is the question of setting a fixed standard for the number of reports to be turned in each day. There is nothing more uncertain in the weather in April than is this matter of doing an equal number of calls per day unless it is a straight house-to-house canvass where there is no waiting or returning. If you are refused information at one house, there are plenty down the street. But in calling on buyers, managers, stewards, nobody can say how many you can do every day. There is a good deal of red tape to be gone through. In calling on department store buyers you often have to get permission from the merchandise manager before the buyer will see you. The merchandise manager is always busy so that means more time consumed. Then there are days when everybody you want to see seems to be out of town, or in conference, or at a local business men's lunch or starting a special sale or addressing a meeting. In the summer there is even more uncertainty because of vacations, long week-ends, etc. Twenty reports in one day may easily represent less work and less time than ten on another day.

Sometimes, it seems to us in the field as though you in the home office utterly lack imagination

when it comes to visualizing how and where we do our work. You seem to forget that handwriting (especially when done on street cars or on door steps) takes up more room than typewriting. In other words, you don't give us room enough to write out the information for which you ask.

This is not only hard on us who do the reporting, but on those who do the tabulating.

It would be a good thing to remember that we in the field do not know as much about the purpose of the investigation as you in the office. Therefore, the questions should be very accurately and thoughtfully worded. For example, on a recent questionnaire on which we worked were these two questions:

1. What size package of do you carry?
2. What price do you get for this?

These look like simple and direct questions, but that particular product was packaged in three different sizes—pound, half-pound and quarter-pound—and almost every store carried at least two sizes. The one who made up the questionnaire did not think of that. His object was to find out what size was the most popular and what price it brought in different localities. A majority of the dealers answered that they carried both the quarter and half-pound box. Some gave the prices for one, some for both sizes. With price cutting and competitive sales, the prices on the half- and quarter-pound sizes ran so nearly alike that they could not be distinguished in so many cases that the question had to be thrown out in tabulating.

If these questions had been worded:

1. What size package is your best seller?
2. What price do you charge for
1 lb. box _____
 $\frac{1}{2}$ lb. box _____
 $\frac{1}{4}$ lb. box _____

there would not have been this difficulty and we would have found out something of real value to the manufacturer.

The
Plain Dealer
ALONE
will sell it



The **Cleveland**
in Cleveland and Northern Ohio-ONE

J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

No other medium even taps the great Northern Ohio market. 976 national advertisers used the Plain Dealer *exclusively* in 1925.

They know from experience.



Plain Dealer

Medium ALONE - One Cost Will sell it

R. J. BIDWELL CO.
Times Building
Los Angeles

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

The Houbigant Price Main- tenance Decision

*Washington Bureau
of PRINTERS' INK*

THE recent cease-and-desist order issued by the Federal Trade Commission against Houbigant, Incorporated, differs from many other price maintenance cases in one important particular. The order specifically names the practice of entering into contracts and agreements or understandings with dealers that respondent's products are to be resold by such dealers at prices specified or fixed by the respondent. The findings as to the facts in the case describe the method, which the order evidently condemns, as follows:

"In pursuance of its price maintenance policy, respondent on September 15, 1922, issued a catalogue in which were described the several hundred articles sold by it, together with a sum set opposite to each of said articles, which sum was designated as the 'retail price' of such article. Said catalogue also contained the terms or conditions upon which said articles were offered for sale. Among these terms or conditions as designated, was the phrase 'Established Selling Prices,' which had reference to the designated retail prices appearing in the catalogue as heretofore in this paragraph mentioned, and respondent, in the course and conduct of its business, has sold and does sell much of its merchandise upon orders made by the vendees, based solely upon the catalogue. Respondent has continued since August 15, 1922, to issue to the trade similar catalogues, all of them containing the retail prices and term or condition of sale above mentioned. Respondent's catalogues are widely distributed to its customers and prospective customers."

This is particularly significant because the findings further relate that since August, 1922, Houbigant, Incorporated, has sold and distributed its merchandise exclusively to retail drug stores and

department stores. The findings further relate that the company employs about twenty-five traveling salesmen. The statement is also made that at the present time, the company has about 6,000 customers, some in every State of the United States, and that it is one of the largest perfumery producers in the United States and does an annual business amounting to several million dollars.

The findings state further that in the furtherance of the company's price maintenance policy, respondent has secured promises and agreements from its customers for the resale of its articles of merchandise at the established prices, and generally sells its merchandise upon promises obtained from, or agreements and understandings arrived at with its customers.

The Commission charges, too, that the respondent acted upon complaint of dealers and controlled its prices with the assistance of dealers favorable to the observance of the established prices, and that it requested dealers to report the names of price cutters.

The effect of the enforcement of the policy by the respondent is held to be a suppression of competition, and the cease-and-desist order also includes the procuring either directly or indirectly from dealers of promises or assurances that resale prices will be observed, the requesting of dealers to investigate and report the names of price cutters, and the acting upon reports or communications from dealers concerning price cutting.

Joseph R. Dunlop Dead

Joseph R. Dunlop, former Chicago newspaper owner and editor, died on April 29. He had retired from active newspaper work more than sixteen years ago.

Mr. Dunlop founded the Chicago *Dispatch*, which he conducted for several years and later founded *Dunlop's Saturday Evening Dispatch*, which he continued for about ten years.

Appoints Robert S. Farley

The Philadelphia *Record* has appointed Robert S. Farley, publishers' representative, as Eastern steamship advertising representative.

The Trade Want It

FASHIONABLE DRESS published its first Trade Edition six weeks ago.

On page 32 of this first issue a blank form was published for the convenience of Department Store Executives in listing the names of their Buyers and Department heads.

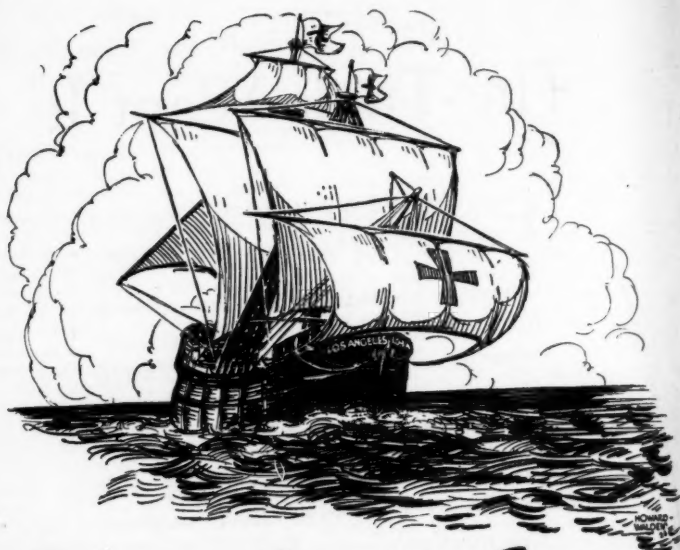
To date the merchandise managers of 286 Department Stores have filled out this form requesting FASHIONABLE DRESS to mail a copy of the Trade Edition every month to every name listed—a total of 2347 individual Buyers and Department heads.

FASHIONABLE DRESS is rapidly creating a new Merchandising Force which is destined to play an increasingly important part in the promotion plans of advertisers who sell through Department Stores.

*Largest Circulation of Any Fashion
Publication in the Class Field*

FASHIONABLE DRESS

Member Audit Bureau of Circulations

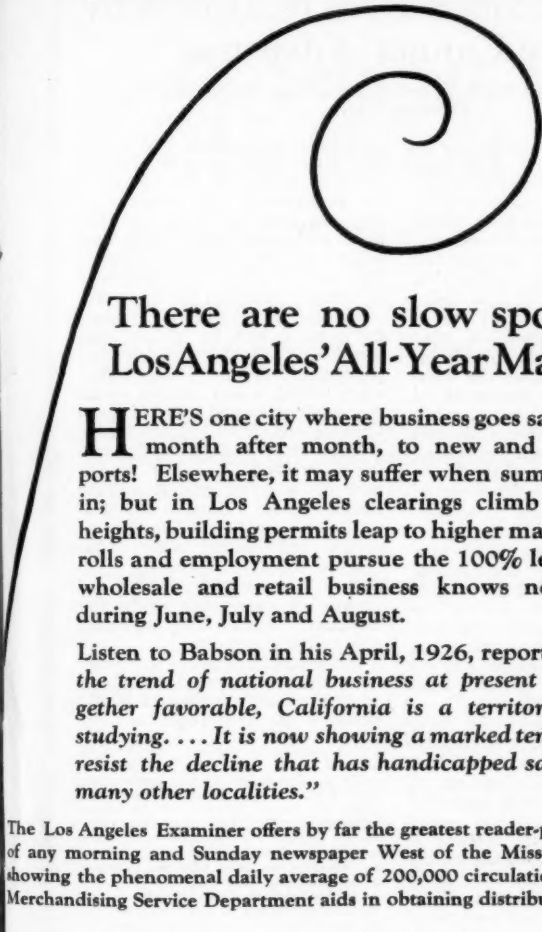


Los Angeles
will carry you
through the
Summer
doldrums

The Lo
of any
showin
Mercha

1

91



There are no slow spots in Los Angeles' All-Year Market!

HERE'S one city where business goes sailing on; month after month, to new and brighter ports! Elsewhere, it may suffer when summer sets in; but in Los Angeles clearings climb to new heights, building permits leap to higher marks; payrolls and employment pursue the 100% level, and wholesale and retail business knows no slump during June, July and August.

Listen to Babson in his April, 1926, report: "With the trend of national business at present not altogether favorable, California is a territory worth studying. . . . It is now showing a marked tendency to resist the decline that has handicapped sales in so many other localities."

The Los Angeles Examiner offers by far the greatest reader-preference of any morning and Sunday newspaper West of the Missouri, now showing the phenomenal daily average of 200,000 circulation. . . . Its Merchandising Service Department aids in obtaining distribution.

170,000 Daily

390,000 Sunday

Los Angeles Examiner

W. W. Chew
Room 1512, 285 Madison Avenue
New York City, N. Y.

Wm. H. Wilson
915 Hearst Building
Chicago, Ill.

T. C. Hoffmeyer
571 Monadnock Bldg.
San Francisco, Calif.



These Doctors See No Reason Why They Cannot Advertise

The El Paso County Medical Society Is Using Advertising without Violating Ethics

CAN doctors take advantage of the services of advertising without violating their professional ethics? This is a question that has long been debated both within and without the medical fraternity. Now it appears that question can be answered in the affirmative. A campaign which is now being conducted by a group of Texas physicians would seem to offer conclusive proof that physicians are in a position to advertise without upsetting their standards of practice.

For some time, these doctors were concerned with increasing numbers of violations of the Medical Practices Act of the State of Texas by practitioners of various classes, who did not meet the requirements of the act. This situation was met by disregarding precedent and enlisting the support of advertising. The medical societies of several Texas cities took newspaper space to acquaint the public with the requirements of the act and to point out that these were not being fulfilled.

The success which met these campaigns is partially responsible for the El Paso County Medical Society's decision to advertise. A publicity committee was appointed to recommend what action should be taken and, in its reports, it urged upon members of the society the desirability of an advertising campaign under competent advertising counsel. At the same time, a plan was adopted for raising the necessary funds from members of the society.

The publicity committee, together with the officers, outlined an advertising policy which would make certain that its messages would, in every way, reflect the ethics of the medical profession. Adverse criticism was to be avoided. In its stead, arguments were to be used that appealed to the reason of the reader. Inform-

ation was to be given that would create admiration for the doctor's work in protecting the health of the community. By emphasizing the long training which the physician undergoes in preparing himself for his lifework, by explaining the efforts which the profession is steadily putting forth to advance its knowledge of combating disease, and by telling what measures to take to obtain and prolong health, the society's messages would, it was decided, reveal the weaknesses and evils of questionable and faddist practitioners.

At no stage of the campaign was the advertising to assume the nature of a direct attack on any class or group. Such points relative to the legality or illegality of certain practitioners were to be touched upon, if necessary, but always in a suitable manner and always in connection with constructive, rather than militantly destructive statements.

An excerpt from one advertisement that is typical of the tenor of the society's messages to the public is the following:

The secrets of nature are not easily wrested from her. Progress is being made in the study of the human body and of the things and conditions which affect it, only because of unending, painstaking and costly research. It is hardly logical to assume that these secrets of nature, so difficult to fathom, are revealed to those who are possessed of no scientific knowledge.

In honesty, members of the regular medical profession cannot make promises of cures that they know to be impossible, nor can they claim miraculous powers.

They can, however, make and substantiate the claim that their discoveries and practices have lengthened the average human life, have greatly decreased disease, and have made the treatment of countless conditions more nearly certain of success.

The text of the advertisement surrounds a *caduceus*, a staff around which are entwined two snakes, which is the insignia of the medical profession.

The campaign appears in three

Selling the Family

If the manufacturer of a product used in the Home can SELL THE FAMILY, he can SELL THE NATION!

Such is the aim and object of all National Advertisers in this class.

If you desire 100% interested and concentrated reading of your advertising, how are you to get it?

Have you ever had it?

Gain Repetition of Appeal—without Repetition of Expense!

Reach the Parents THROUGH THE CHILDREN!

"Add the Children to your Sales-Force."

This we can do for you—This we recommend to you as sane psychology.

CONSULT NOW

CHARLES FRANCIS PRESS

*Sales Promotion Campaigns
to Dealer and Consumer*

461 EIGHTH AVENUE
NEW YORK

**There Need be
No Question
as to Which
is
Cleveland's
FIRST
Advertising
Buy!**

Write for Your Copy of
SO THIS IS M
America's Greatest Merc

THE CLEVELAND

FIRST IN CLEVELAND

New York

San Francisco

Seattle

National Representatives
ALLIED NEWSPERS, I

Get Real Proof of Comparative Value

From Those
most
Competent
to Judge!

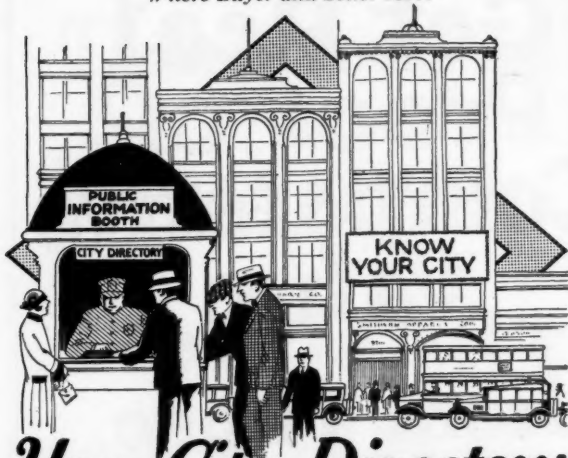
my of the Folder
S MAY DAY
est Merchandising Event

LAND PRESS

National Representatives
NEWSPERS, INC.

A SCRIPPS-HOWARD NEWSPAPER
Detroit Los Angeles Chicago

"Where Buyer and Seller Meet"



Your City Directory — Is Educational

A Veritable Text-book of Local Facts

"Know Your City" is the awakening slogan of progressive communities everywhere, as a result of a growing realization that the average knowledge of the City, its institutions and industries, is sadly limited.

Your City Directory is the infallible source of information regarding civic, social and business facts and activities. It is used as a textbook in the schools. The students of today are the future consumers of

your product. It is the business man's indispensable guide; is consulted thousands of times

every day and directs the buyer to the seller and the seller to his market. Your name is there. You can capitalize this great user circulation by prominent registration of your name, product or service at a nominal cost

and with assured results. Our booklet, *Directories: What They Are, How They Function and Their Place in Advertising*, explains. Send for free copy.



This trademark appears in directories of leading publishers

ASSOCIATION of
NORTH AMERICAN DIRECTORY PUBLISHERS

Headquarters
524 Broadway, New York City

daily newspapers of El Paso. The size of each advertisement in the series is three columns wide by eleven inches. The advertising, which appears weekly, is to extend over a period of twelve weeks.

That great interest has been aroused in this forward step by the El Paso County Medical Society is evidenced by the letters which it has received from members and organizations in the profession located in cities throughout the country. This correspondence endorses the society's use of advertising and commends it for setting an example which might profitably be followed by other physicians' associations.

In the opinion of Dr. F. P. Miller, who is a member of the publicity committee, the El Paso campaign may be taken as final settlement of the question as to whether a body of physicians may advertise to the public without loss of professional dignity or violation of professional ethics. "I can see no evidence of anything harmful to the profession on these scores," Dr. Miller said, "and these considerations in the past have apparently been the chief ones in keeping the regular medical profession from stating the case directly to the public."

Death of Robert B. Dula

Robert B. Dula, a director of the Liggett & Myers Tobacco Company, New York, and a well-known figure in the tobacco industry for many years, died at New York last week at the age of seventy-seven. He is a brother of Caleb C. Dula, president of the Liggett & Myers Company.

C. R. Winters Again Heads Wichita Agency

C. R. Winters, formerly president of the Central Advertisers' Agency, Wichita, Kan., has returned to that agency in a similar capacity. He succeeds R. T. Aitchison.

R. B. Vail Leaves Advertising Alabama Abroad

R. B. Vail has resigned as secretary of Advertising Alabama Abroad, Inc., Bay Minette, Ala.

With Buffalo Agency

David F. Atherton has joined the staff of Edward M. Kelly, Inc., Buffalo, N. Y., advertising agency.

Value of Present Community Advertising Campaigns

CHAMBER OF COMMERCE OF THE
UNITED STATES OF AMERICA
WASHINGTON, D. C., April 26, 1926.

Editor of PRINTERS' INK:

The April number of PRINTERS' INK MONTHLY has come to my desk, and I have read with interest and profit Mr. Dickinson's article on community advertising.

Mr. Dickinson has handled this important subject in a very sane way. His presentation of facts and his analysis of the present attitude toward community advertising are accurate and informative.

In the past, tourist advertising has been much more successful and resultful than advertising for new industries. With a few exceptions, St. Louis and Omaha, most new industries advertising has been wasteful. Too much reliance was placed on copy, and the necessity of furnishing industrial prospects with confidential, authoritative, and technical information was overlooked. Baltimore blazed the way in this latter connection by establishing, in 1919, its well organized and efficiently staffed industrial bureau. There has been no advertising campaign of moment in Baltimore, but this industrial bureau has been undoubtedly successful in assisting in locating new industries in Baltimore by providing them with a really worthwhile, technical and confidential information service.

Now come Norfolk and Atlanta, to mention two cities, with well organized industrial bureaus whose work is being supported by community advertising campaigns. The experience of these cities in the next year or two will give us a basis for a new appraisal of the value of community advertising in this matter of new industries seeking. In these cases the advertising is based upon a careful appraisal of the community resources and facilities for new business and also provision is made for the indispensable follow up.

CHAMBER OF COMMERCE OF THE
UNITED STATES OF AMERICA
F. STUART FITZPATRICK,
Assistant Chief,
Organisation Service Bureau.

Seattle "Times" Advances A. G. Bixby

A. G. Bixby, national advertising manager of the Seattle, Wash., *Times*, has, in addition, been made assistant publisher.

C. M. Burlingame Joins Chicago Service

C. M. Burlingame, formerly with the Alexander Hamilton Institute, has joined The Burlingame Company, Inc., Chicago, direct-mail advertising.

"The Pioneer" Changes Name

The name of *The Pioneer*, a magazine published at San Antonio, Tex., has been changed to *Texasland*.

Why All This "High-Hattery"?

Advertising Is Putting on Too Much Dog

By H. K. Dugdale

Vice-President, The Green & Van Sant Company

SINCE the war there seems to have sprung up a flourishing crop of advertising "high hatters," whose icy stares, formal handshakes, and strictly-in-accordance-with-the-book-of-etiquette conversations pop out at us from the pages of our newspapers and periodicals.

Here, an advertising butcher encircles his hams and sausages with a halo of doggish pomp in an effort to make Mr. and Mrs. Average Consumer feel that because his products adorn the tables of the four hundred's upper ten—they too should eat them.

Next is a baker whose model modern bakery daily produces thousands of loaves of the staff of life. The upper third of his dominant space in the local newspaper is devoted to a high-hat sketch, by a high-hat artist, of a high-hat reception in a high-hat home situated in the highest-hatted section of the city.

Stylishly-slim women converse with male fashion plates. Some toy with cigarettes in foot-long holders. Cocktails are much in evidence—but no bread. And then—like as not, we are greeted with a headline such as this:

At Mrs. Windermere-Smythe's Receptions, Smithers' Famous Bread Is Always Served.

Now a glance through the directory of any American city will quickly disclose the fact that the percentage of families in the Windermere-Smythe class is woefully small. Furthermore, a day or two spent in conversation with the folks who make up 95 per cent of the city's population will quickly convince us that there are very few who care a hang whether Mrs. Windermere-Smythe serves any bread at her receptions or whether she has any receptions. In fact, neither the receptions nor indeed the existence of the afore-

said lady, much less the bread she serves, arouse in their hearts the slightest flutter of interest.

The chances are that if any appreciable percentage of the 95 per cent are in the habit of buying Smithers' bread, it is because they like it, or because the Smithers' loaf affords them more good, wholesome bread in exchange for their money than any other loaf.

If we put this question to one hundred of them: "Are you influenced to buy Smithers' Bread because Mrs. Windermere-Smythe and others of her social class use it?" the majority will politely reply: "Not on your life."

In fact, if we put the same question to one hundred of Mrs. Windermere-Smythe's class, we will probably be chilled with some such icy rejoinder as, "Certainly not. My social evenings are nothing if not original and distinctive."


Further search is likely to reveal a small percentage of social aspirants who think that by aping the upper ten they may, sooner or later, be welcomed into the innermost sanctum of the innermost circle.

But—large model bakeries can scarcely thrive upon the meagre purchases of this small group—especially as our investigations must have revealed that they are among the smallest consumers of bread.

If we delve further into the realm of high-hattery in modern advertising, our efforts will not be unrewarded.

Makers of humble laundry soaps go so far as to high-hat their potential customers as though Mrs. O'Grady will be any the less tired after Monday's washing because the soap she used was the self-same soap that washed the dainty things of Lady Fluff Jordan.

So long as there are human



Government Action— The Unknown Business Factor—Now Clear To Business Leaders

How often have you heard business men say, in planning the development of their business: "We are all ready to advance. Conditions are right. The market is right. Our position is strong. *If we only knew what they are thinking about in Washington.*"

This unknown factor is now no longer unknown. Important business men in all lines are seeing day by day exactly what is happening in Government. Our paper has met naturally and spontaneously the one outstanding need of business today! The one hampering unknown factor is now thrown into continuous daylight. A great gap in publishing has been closed.

The United States Daily is the day-by-day link between the government and the men who are planning American business advance.

Our policy of four-fifths text and one-fifth advertising means that your campaign before these important men has an unhampered chance to be seen—to be read—to be acted upon. Is anything more important?

The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative,
Executive and Judicial Branches of the Government of the
United States of America*

DAVID LAWRENCE
President

Washington

VICTOR WHITLOCK
Vice-President and
Director of Advertising

New York Office:
52 Vanderbilt Ave.

Chicago Office:
London Guarantee Bldg.

San Francisco Office:
Bulletin Building

beings to envy other human beings there will be a constant striving to keep up with the Joneses. The wife of the \$30-a-week billing clerk hopes that some day her husband will be the \$50-a-week head bookkeeper. Then they can have a Ford and go away in the summer.

But fortunately the chief aspirants for Mrs. Windermere-Smythe's place in the social hall of fame are merely the socially near-elect—a small fringe of a small percentage of the population of any American city or of America itself.

Advertising high-hattery must be employed in generous measure in the advertising of high-hat products, but isn't it woefully out of place in the advertising of staples for mass consumption?

Isn't it quite likely that much of the high-hat advertising is created by advertisers who either never knew or else have been glad to forget that it is the Mrs. O'Grady's who support the great markets of America?

Doesn't Mr. Average Citizen resent high-hattery? Doesn't he see through its sham and artifice? Doesn't he like best to be talked to in "plain American" and to pride himself that he is what he is? Does he want the butcher, the baker and candlestick maker to make him over?

Ask him. I am willing to bet on his answer!

F. H. Stoneburn with Orlando Development Corporation

Frederic H. Stoneburn, who has been head of the agricultural division of Hanff-Metzger, Inc., New York advertising agency, for the last seven years, has resigned to join the Orlando Development Corporation, Orlando, Fla.

E. C. Tatnall with Sheridan, Shawhan & Sheridan

E. C. Tatnall has joined Sheridan, Shawhan & Sheridan, Inc., New York advertising agency. He had been advertising director of The Ward Baking Company, also of New York.

Joins Buffalo Agency

Irvine S. Thompson has joined the copy staff of the Finley H. Greene Advertising Agency, Inc., Buffalo, N. Y.

Some Hints on How to Check Returns from Sales Letters

FRANK E. DAVIS FISH COMPANY
GLOUCESTER, MASS.

Editor of PRINTERS' INK:

Perhaps I may be able to throw a little light Mr. Shewalter's way in regard to his question: "How do you check returns from sales letters?" in the April 8 issue of *PRINTERS' INK*.

First, it isn't necessary for Mr. Shewalter to use a different color order blank in different mailings to check his returns; simply give each mailing a different key number.

If he is mailing on two or three different lists and orders are returning on private letterheads, it is a very easy matter to trace from which list the orders have come, if the lists are filed alphabetically or geographically.

If, however, he is mailing on one hundred different lists, it would not pay him to look under a hundred different files every time he received an unclassified order. No matter how good your sales letters, order blanks or circulars are, you are bound to receive unclassified orders from customers and prospects upon their own letterheads. These orders, I believe, should be credited to publicity unclassified, unless you think it worth your while to trace them to the list from which they have come.

In a mail-order house, where repeat orders are continually pouring in, it is impractical to try to trace very far orders from new people. In our company, we generally look them up in our customer files. If they are not listed there, we simply list them as coming from publicity unclassified.

I sincerely hope that this information will help Mr. Shewalter. Perhaps he may already know it; at any rate I thought I would pass along a hint or two as to just how we handle unclassified incoming orders.

FRANK E. DAVIS FISH COMPANY,
JOHN A. SMITH, JR.,
Assistant Sales Manager.

T. C. Fulton with H. W. Kastor & Sons

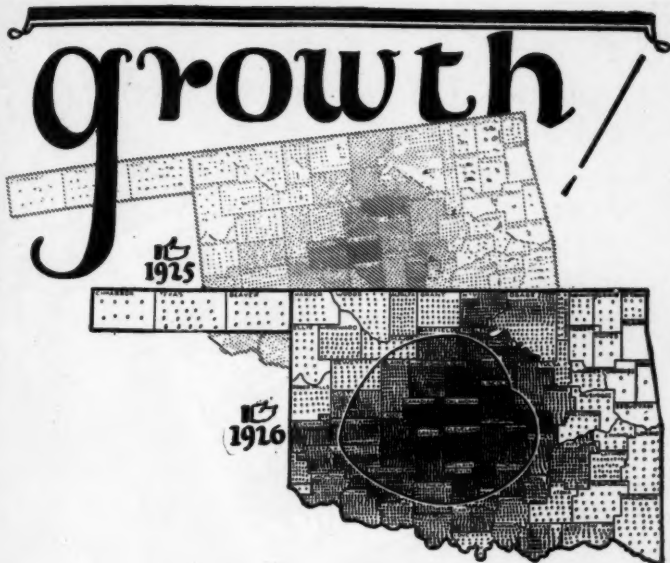
T. C. Fulton, formerly with the national advertising department of the New York *American*, has joined the New York office of the H. W. Kastor & Sons Company, advertising agency.

The Packer Corporation Buys Sandusky, Ohio, Business

The Packer Corporation, Cleveland, outdoor advertising, has purchased the J. & N. Advertising Company, Sandusky, Ohio, poster boards and painted bulletins.

Transferred by "Haberdasher"

George O. Thomas, who has been with the *Haberdasher*, New York, has been transferred to the Chicago office.



**127,752 to 145,346 daily
is year's record**

1926 "Circulation Facts" just released show that between April 1, 1925, and April 1, 1926, the circulation of the Oklahoman and Times grew from 127,752 daily to 145,346 daily.

This analysis also discloses the fact that 75 per cent of this total is in the City and Suburban area—additional proof that the Oklahoman and Times *only and alone* cover the entire Oklahoma City market.

Write for your copy of this geographic analysis showing circulation by cities in 583 Oklahoma towns.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Represented by E. KATZ Special Advertising Agency

New York Chicago Kansas City Detroit Atlanta San Francisco



April Averages

DAILY . . . 1,071,176

SUNDAY . . 1,275,698

THINK of circulation in terms of the retailer. The only circulation that interests him is the readers right around his store ¶ ¶ There are about 14,000 independent grocery outlets, almost 4,000 drug stores, about 3,000 dry goods stores, and almost 1,000 hardware stores in New York City proper ¶ ¶ The Marvelous MILLION of The News reaches the customers of *all* these stores, and is the only New York newspaper that has enough circulation in *all* parts of the city, among *all* grades of purchasing power, to sell your products through *all* your retailers in New York ¶ ¶ Every national advertiser in the New York market needs the News today for *coverage*, if for nothing else! Circulation 95% concentrated in city and suburbs, 85% concentrated in city proper ¶ ¶ There is no single substitute for such concentration! Get the facts!

P.S.—Last year, sixty-one chain store managers out of one hundred interviewed, expressed their preference for the News as the first advertising medium in New York for food products.

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK

Quality Plus— at a Low Rate!

THESE advertising rates of THE SHRINE MAGAZINE are based upon a guaranteed paid circulation of 600,000 copies each month—every copy delivered into the home of a Shriner.

Per Agate Line (less than one col.)	\$ 3.50
Per Agate Line (more than one col.)	3.15
One Column (143 Lines)	450.00
Two Columns (286 Lines)	900.00
One Page (429 Lines)	1350.00
Color Page (one color & black)	1700.00
Second Cover (four colors)	2000.00
Third Cover (four colors)	2000.00
Back Cover (four colors)	2700.00

These rates are exceedingly low. Based upon the cost of a black and white page it costs the advertiser but \$2.25 to reach 1,000 readers with a page advertisement.

Compare that figure with the cost of space in any other publication (even those of general circulation) and you will see why so many advertisers have accepted THE SHRINE MAGAZINE as a most advantageous means of cultivating the good-will and patronage of a tremendous market of unusually high-grade men—and their families.

(July forms close on May 25th. A sample
copy, rate card and other information)
will be mailed upon request.

THE SHRINE MAGAZINE

1440 Broadway, New York

Phone: Pennsylvania 7827

Western Office: 360 No. Michigan Avenue, Chicago

Phone: State 2784

What a Department Store Executive Would Do If He Were a Manufacturer

Some Suggestions of Interest to All Manufacturers Who Sell to Department Stores

By Bentley P. Neff

Vice-President and General Manager, Duluth Glass Block Store Company

THERE are too many retailers. There are too many manufacturers.

Competition is growing very keen.

It is going to be a survival of the fittest.

The next ten years will see a great struggle for existence, and all things being equal, the stores with the best trained and most efficient sales forces will survive.

Salesmanship!

To me, the question of salesmanship is a most important subject for the earnest consideration of retail executives. I believe it is the one great solvent for the big problem before the merchants today—the problem of making an adequate return upon capital investment.

The manufacturer is jointly interested in the question of retail salesmanship.

The retail merchant is the purchasing agent of the consuming public. His source of supply is the manufacturer.

The manufacturer's duty has only been partly performed when he has secured an order from the retailer.

One thing I cannot understand

is why so many manufacturers who are national advertisers do not put forth greater effort to educate the selling forces of the stores that handle their product. Through their advertising they arouse an

interest, and frequently cultivate a desire for their product only to have the sale killed by some salesperson who is not familiar with the merit of the article.

Visualizing the situation as I see it from the retail angle, if I were a manufacturer, and particularly if I were a national advertiser, I would consider my advertising as the advance barrage, and the salespeople of the stores handling my product as the front-line troops, ready to "clean up" as soon as the barrage had accomplished its purpose.

Following out this analogy, I would make it a point to see that my troops were adequately supplied with "ammunition," and that they knew how to use it.

Some will say that this is the work and the responsibility of the retailer, but remember, I am now looking at the proposition from the viewpoint of the manufacturer. As a manufacturer, I am anxious

In a letter to the editor which accompanied this article, Mr. Neff, who is vice-president and general manager of the largest department store in Duluth, had this to say:

"I have written very frankly on the subject, and I am sure that is what you wanted me to do, because if any benefit is to be derived by your readers from articles of this character, it seems to me that a frank dealing in facts is essential.

"I can say to you that in my opinion the manufacturers of this country are missing one of their greatest opportunities in not working in closer touch with the selling and advertising departments of retail stores, and in this respect I have not made my comment one bit too strong."

to arrange matters so that the consumer demand created by my advertising will be supplied, and that the salespeople handling my goods will be so thoroughly informed about them as to be filled with enthusiasm. Also, I want these clerks to be able actually to sell my product, not merely to supply it on demand.

How can this be accomplished?

First, through the manufacturer's salesmen.

The salesman should be so well posted on his line, so filled with enthusiasm, that after selling the buyer and getting the approval of the merchandise manager, he will arrange a meeting with the salespeople in the department, or watch his opportunity to talk with each one individually and tell them the talking points and selling arguments of his merchandise.

SEE THE ADVERTISING MANAGER

Then, he should see the advertising manager and leave with him a printed slip showing the high lights from an advertising standpoint. The advertising department will be glad to have this information for reference, because it will naturally be better copy than the advertising manager will get from the department manager, and better copy will help sell more goods.

Second, the advertising department of the manufacturer should keep in close touch with the window display department of his customer's store. The salesman should meet and get the name of the display manager. The personal contact thus formed is very desirable.

The display department should be supplied with cards for window use. These cards should be small and the selling arguments should be terse and to the point, and of a most informative character.

These window trims don't need to be expensive. Elaborate trims defeat their purpose. Facts are required—something that will arrest and command the attention of the passerby.

Third, I would obtain the name of every salesperson in the department handling my goods and at least once during the selling sea-

son, I would write a personal letter emphasizing the merits of my merchandise. This would help sustain the interest created by the salesman, and would stimulate new selling efforts.

What I have written relative to the manufacturer who is a national advertiser, applies with almost equal force to every manufacturer. I qualify my statement because the national advertiser certainly has the advantage. However, every manufacturer who visualizes the retailer as his depot of distribution, who sees in the retail selling force an instrument that will serve his purpose in proportion to the information he furnishes, and who will give all the selling arguments he can furnish, and other information and assistance that will be of value, will find an ever-increasing market for his product. He will also find that he is building good-will that will more than repay him for all his effort.

Recently, I looked over a line of manufactured goods, in which one of our buyers was interested. It was a beautiful line, and the salesman was most proficient in his selling arguments. He emphasized a dozen excellent points relative to his goods, which, if the department salesmen possessed, would certainly assure the sale of the article, and for advertising copy it was dynamic. But, he had no conference or talks with the salespeople before he left.

He did not visit the advertising department. His was a personality that would have made a fine impression in both places, and the information he was prepared to give would have been of great value to us and to his firm.

How many of his talking points will our buyer give to his salespeople and to the advertising department? He's a good man too—but busy. Other things come up to attract his attention. He will probably end up by saying, "This is a fine line and should sell readily."

What an opportunity that salesman lost!

Competition, I am sure, is going to demonstrate to manufac-



THIS is the week
Cosmopolitan goes
into
a million-and-a-half
homes*

**Of course Cosmopolitan is on sale throughout the month but by far the largest number of copies melts from the newsstands during the first few days of sale.*

turers the necessity, as we say in golf, of following the drive through.

I read the other day where a manufacturing firm had put two retail merchants on its board of directors. Good idea. Get the retail viewpoint. On our board, we have two manufacturers. We've seen the light also.

There is nothing to be afraid of in the era we are in, if we will quickly adjust ourselves to the new conditions. The public will always be here. Merchandise must be manufactured, and in spite of all efforts to prove the contrary, the retail merchant has demonstrated that he is the most efficient and most economical factor in serving the public on the one hand and distributing for the manufacturer on the other.

The essential thing, in my opinion, is for closer co-operation between the manufacturer and the retailer.

Each can help the other—a lot.

International Organization for Standardization

The Third International Conference on Standardization, held recently at New York, was attended by representatives of standardization associations and committees from eighteen different countries. The conference laid the foundation for a general international organization on industrial standardization by agreeing upon the draft of a constitution for a new body to be known as the International Standards Association.

Automobile Body Account with Rochester Agency

Locke & Company, Rochester, N. Y., automobile body builders, have placed their advertising account with the Hutchins Advertising Company, Inc., of that city.

New Magazine for Texas

The first issue of *Southwestern Range and Field*, a magazine devoted to stock-raising and other developmental interests in Southwest Texas, was recently published at San Antonio. S. L. Davis is business manager.

Appoints Chas. H. Eddy Company

The Racine, Wis., *Times-Call* has appointed the Chas. H. Eddy Company, publishers' representative, as its national advertising representative.

Advertises Value of Quick Turnover of Cigar Stock

"O. K. for pansies (no good for cigars)." Over this headline of a newspaper advertisement for the Blackstone cigar, made by Waitt & Bond, Inc., Newark, N. J., there is a sketch of a rather irritated man industriously sprinkling water upon a row of cigars. A youngster is running toward him with a garden hose in his hand to help him at his task. The action takes place in a garden. At one side of the illustration, in small type, is the moral "... and then he changed to Blackstone."

The first paragraph of the copy reads: "Gentlemen; let's face the facts. You can't revive a dried-out cigar. And even a first-class cigar is a mighty poor smoke if it lingers too long in the dealer's stock." The text continues, "Well, then, we lay these two important thoughts before you: (1) In every city where it is sold, Blackstone is one of the fastest selling cigars. (2) The dealer is never urged to overstock. Together, these facts explain why a stale Blackstone is something of a rarity."

Refrigeration Merger Reports Gain in Profits

The Electric Refrigeration Corporation, Detroit, reports a net profit of \$969,885, after charges, for the first quarter of 1926. In the same period last year, the combined net profit of the Nizer, Kelvinator and Grand Rapids Refrigerator companies, which were consolidated to form the Electric Refrigeration Corporation, was reported to be \$664,885.

C. A. Dreskin to Join "Packing & Shipping"

Charles A. Dreskin, who has been with *Rock Products*, Chicago, for the last four years, will become vice-president and general manager of *Packing & Shipping*, New York, on June 1.

Lectures on Hotel Advertising at Cornell

James E. Wilson, of the Frank Presbrey Company, New York, is delivering a series of lectures on hotel advertising to the hotel management classes at Cornell University, Ithaca, N. Y.

H. C. Teller Appointed by "Automobile Digest"

H. Clark Teller has been made head of a new business and service department of the *Automobile Digest*, Cincinnati.

North Carolina Publishers to Meet

The North Carolina Press Association will hold its annual meeting at Hickory from July 21 to 23.

AND it stays in the
million - and - a - half
Cosmopolitan homes
..... thirty days.

True, an unusually avid reader
can rush through a copy of
Cosmopolitan in a few days but
there's enough good stuff in
Cosmopolitan to keep the aver-
age reader with average reading
time occupied much longer
than that.

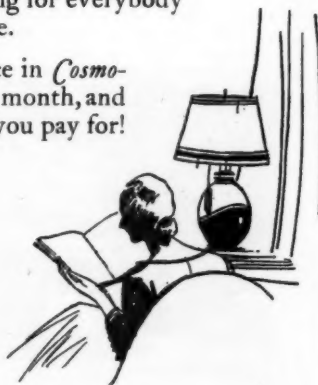
And there's something in
Cosmopolitan for father.

And something for mother.

And something for son and
daughter.

And something for everybody
of reading age.

You rent space in *Cosmo-
politan* by the month, and
you get what you pay for!



WHAT sort of homes are Cosmopolitan homes ?

All sorts of homes, of course. . . .
the banker, the baker, the average
home-maker.

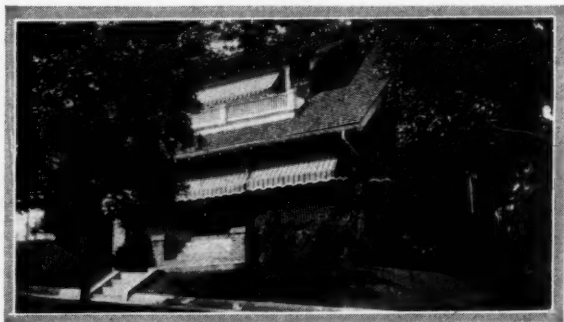
Yet here are two interesting facts
for the advertiser :

Cosmopolitan's reader survey of
87 cities showed that :

43.4% of Cosmopolitan families
own their own homes ;

And 73% of Cosmopolitan fami-
lies live in the better-class resi-
dential neighborhoods.

*A Cosmopolitan home in Washington, D.C.
One reason why it fits in particularly well
here is that it represents the average value
of Cosmopolitan homes in Washington.*



Helping Retailers to Adjust Their Merchandising to the Times

The Cohn-Hall-Marx Company Shows Small Dealers How to Build Piece Goods Business

By Martin Hastings, Jr.

WHenever I see a definition of "merchandising" I am reminded of the story of the inventor who was asked to define electricity. In reply he said, "Electricity is—electricity is—oh, use it." It is just as hard to define "selling," "advertising," "merchandising" and similar commercial terms. "Merchandising" is perhaps the most misunderstood term of them all. Whenever I try to explain what it is, I find myself saying, "Merchandising is—???—let me give you an example."

When I sat down to my typewriter a few minutes ago, it was my intention to write an article about merchandising. I had in mind particularly to tell how merchandising can solve most of the problems and cure many of the evils with which current business is beset. It is a common experience that merchandising can do this. But when you try to tell how it does it, you find yourself involved in a maze of words that explain nothing. So I am falling back on the old device of giving an example—of letting the actual experience of an advertiser develop the point of the article.

The advertiser in this case is Cohn-Hall-Marx Company, of New York City. The problem is a familiar one that confronts manufacturers and their distributors in numerous lines. Briefly it has to do with the difficulties of keeping the marketing methods of a business adjusted not only to style changes but to the rapid changes that are continually going on in modern life. To meet modern conditions a selling plan must be flexible. The plan that remains fixed and unalterable will soon be out of joint with the times.

The Cohn-Hall-Marx Company is in the business of converting

unfinished cotton cloth and of selling the product to garment manufacturers of various kinds and to large wholesale drygoods houses. Its product is commonly known as "piece goods." Its line consists of such fabrics as printed canton silk, madras, voiles, broadcloths, charmeuse, sateens, crepes, organ-dies, suitings and dyed woven and printed rayons.

AWKWARD FOR MANUFACTURERS

A business of this kind has been inevitably involved in the difficulties of the cotton textile industries during the last few years. The cotton business has suffered from the competition of silk, from too much production capacity and from other things. But the chief cause of the troubles of Old Man Cotton is the caprices of his best customer, Miss Fashion. Where a woman once wore about thirty yards of cotton goods in her various investitures, she now wears considerably less than a third of that and what she wears may not be cotton. Cohn-Hall-Marx explains this change humorously in one of its trade advertisements which is entitled "The Long and Short of It." Agatha of the bustle period is shown bedecked in her ten-yard dress. In contrast, Bobby, of current vintage, is shown in her three-yard Charleston outfit.

The copy thus elaborates on this illustration:

Nobody ever tells a modern girl that her petticoat shows. For petticoats (or underskirts, as they used to be called) have vanished long since, with overskirts and puff sleeves and bonnets perched high on the head. And in their place have come that little one-piece dress, short hair, and an occasional bracelet—on wrist or ankle.

Now and then a flapper flips a fashionable frill but as a rule, clothes are simply made. Where it once took ten yards of material for a woman's dress,

it now takes three, because of the change in style. Today, women are taking the short cut to fashion.

This loss which both the manufacturer and the merchant sustain by reason of the shrinkage in dress yardage is partially made up by the more elaborate wardrobe which the present-day woman wants. Perhaps it would be more correct to say that the loss would be made up if piece goods were merchandised more in accordance with the demands of fashion. While it is true that the woman who is buying dress material does not purchase much yardage for a single dress, still she insists on making her selections from a variety of patterns and colors. If the showing is varied enough, she is likely to buy material for two or three dresses. Of course the large stores carry an attractive variety of patterns. Unfortunately, the small stores do not and it is these stores, from the standpoint of numbers, that compose the bulk of the country's dry goods distributors.

THE DEALER'S COMPLAINT

The small retailer claims that it is impossible for him to carry a big variety of piece goods patterns under present conditions. He will tell you that piece goods are one of the most unprofitable lines in the store and that their turnover is almost nil. He says that he handles the line only as an accommodation to his customers and because it helps him to sell more notions, patterns and other sewing materials. More dead stock accumulates in the piece goods department than anywhere else in the store. Remnants and long tail-ends pile up alarmingly. Patterns and colors quickly become out-of-date. Is it any wonder that the merchant is disgusted with the department and that he refuses to increase his investment in it?

The retailer is inclined to blame the "deadness" of piece goods on the competition of ready-to-wear. He complains that women are no longer doing any sewing. If he has a ready-to-wear department, it is likely to be so much bigger

and profitable than piece goods that he ceases to bother his head about the latter. In blaming the competition of ready-to-wear for the lethargy of the piece goods business at retail, the merchant is partly right. Certainly an overwhelming proportion of all clothing is now bought ready-made. But this does not mean that women are no longer buying piece goods. There is still a splendid piece goods business to be had. The small dealer is not getting his share of it because his stock is not in condition to command patronage. The department is somewhat in the position of a dog chasing his tail. It does not pay the merchant to carry a varied assortment of piece goods because they move so slowly, and they move so slowly because he does not carry a variety.

We have here the need for one of these merchandising readjustments referred to at the beginning of the article. The dullness of the retailer's piece goods department is the trade problem. Demand for this class of goods still exists but it seems to require a new method of merchandising to get the business. It is such a method that Cohn-Hall-Marx is supplying. Before describing this plan a word or two about the organization may not be amiss. The company is one of the largest houses in the textile converting industry. It has sales offices in the principal cities of the United States. It conducts substantial operations in fifteen foreign countries. The present company is an outgrowth of an enterprise founded in 1912 with a capital of only \$175,000. Today the net worth of the company is many times its first capital—all of which has been accumulated from earnings.

Evidently, then, the company's merchandising methods must be soundly based. When it tackled the problem of helping the small retailer put his piece goods department on a more profitable foundation, it had a broad experience from which to draw. Of course the company had been selling to small retailers—through jobbers—

WHAT sort of people are Cosmopolitan people?

Again, we admit, all sorts of people. But weigh these facts:

They pay more for Cosmopolitan than for any other magazine of such large circulation.

They're *willing* to pay more.

They buy it for the same reason they go to the theatre—and that may mean anything from Shakespeare to "Sunny". Cosmopolitan doesn't preach. It doesn't tell them how to get on in the world.

In fact, essentially, Cosmopolitan is a successful magazine edited for people already successful—

Here is not simply another magazine but a magazine individual, distinctive, and of first importance to nearly every type of national advertiser.

McJunkin
Advertising Company
5 South Wabash Avenue
CHICAGO

Intensive study of the sales development possibilities of each client, far in advance of current activities, is a cardinal principle of this agency, contributing largely to its record for long retention of accounts. Manufacturers of products of general use or consumption interested in intimate advertising service are invited to correspond.

for years. Perhaps it is only fair to say that the company received only a small percentage of its business from this source. It was felt, however, that the volume of sales thus obtained could be greatly increased if a merchandising plan better suited to the needs of the times could be developed. Such a plan was found when the Assortex, Demitex and Fulltex scheme was conceived. This is a system of packing wherein the yardage in a bolt is adjusted to fit the needs of the merchant. "Packing" is hardly the right word because the plan is much more than that. The company calls Assortex, Demitex and Fulltex by the term "piece goods put-ups." "Assortex" is a patented method of packaging, which the Cohn-Hall-Marx Co. owns.

I am going to draw on the company's literature for a full explanation of these put-ups. It describes Assortex as:

Called "the profitable department in a box" because for a minimum capital investment it gives maximum variety—approximately seven to ten different colors or styles, of from ten to twelve yards each. Assortex is packed in an attractive display container that shows the goods to the best advantage.

And Demitex is described as:

The piece goods put-up of approximately eighteen to twenty yards. Designed to meet the needs of the merchant who does not require forty yards, but who would be unable to meet the demands of his customers if he bought only ten yards of a style. Demitex offers the way out of many a business worry.

The word Fulltex really explains itself. "Thirty-five to forty-yard pieces tell the story of Fulltex—designed to make profits for the merchant who does business on a large scale" is the way the company tells what Fulltex is.

Assortex is the first put-up that was offered. It has been on the market for five years, although it has been advertised for only two years. Containing as it does from seven to ten short length pieces, each running from ten to twelve yards, the put-up is intended for the small dealer whose piece goods business has been most severely hurt by the situation already out-

lined. In many instances jobbers have been cutting up bolts of cloth into shorter lengths for the benefit of the merchant who is unable to handle full-size pieces. Inasmuch as the jobber could hardly be expected to promote this service it scarcely met the situation, but Assortex did meet it. The company offered it as "a profitable department in a box." By stocking it, the retailer is able to offer women that variety in style and color which they insist on getting. With it he can carry ten selections on the same investment that it required to carry three full-length pieces. With this greater variety, the merchant can do a much larger volume of business. His turnover is faster and the possibilities of left-overs is reduced.

Cohn-Hall-Marx has been advertising these new put-ups to the trade since last August. The campaign has appeared in six publications, double-page spreads and four-page inserts being the rule. The copy has drawn many parallels between the progress that has been made in invention and in civilization and of the progress that should have been made in merchandising to keep step with these other advances. One advertisement, for instance, told how the designing of the *Monitor* and the *Merrimac* revolutionized the navies of the world. By a strange coincidence Captain John Ericsson, the designer of the *Monitor*, resided at 93 Franklin Street, now the address of Cohn-Hall-Marx Co. Ericsson's various inventions embodied the mechanical principle of flexibility. That is the principle in merchandising that the present dwellers at 93 Franklin Street are fostering.

Another advertisement tells of the influence that the automobile has had on the buying habits of women. We are told that not so many years ago a woman looked forward to the day when her husband would hitch up the buggy and drive her to town to see the newest sights. While there she would buy the material for the dress which he had been promising her. Today there is no hitch-

ing of the buggy and no waiting for the husband to take her out. She simply steps into her car and puts her foot on the starter:

"Presto! She is on the road to the newest styles—and she'll find them, if not in your store, in the next. For her, the automobile is a wonderful convenience—it makes the shopping centres so accessible. She can just whisk by from store to store until she finds what she wants."

The retailer is repeatedly asked if his merchandising policy is flexible enough to meet these new buying conditions that have come about during the last twenty-five years. He is told that so far as his piece goods are concerned he can keep his stock in tune with the times by handling Assortex, Demitex and Fulltex, which are "yard-aged to fit your needs."

In addition to the business-paper inserts, the campaign has also included a series of five two-color folders, sent to 65,000 retailers throughout the country. It also embraced a number of jobber "helps."

That is enough about the company's advertising, since this article is not primarily about an advertising campaign. I have mentioned the advertising only because it was the means through which the merchandising plan was explained to the retailer. The significant thing about good merchandising is that it nearly always includes advertising.

Summing up, we see that the Cohn-Hall-Marx merchandising plan included such different marketing efforts as advertising, packaging, selling, analysis of the field, getting up of assortments, and a number of other activities. Is it any wonder that the word "merchandising" cannot be defined?

Succeeds J. C. Cuddy at Standard Oil of California

C. E. Persons, formerly with the San Francisco office of The H. K. McCann Company, has been made director of advertising of the Standard Oil Company of California, San Francisco. He succeeds John J. Cuddy, who has joined the Yellow Cab Company, of that city, as assistant to the president.

Advertising Affiliation Convention Program

THE closing session of the Advertising Affiliation Convention, to be held at Cleveland, May 14 and 15, will be given over to a discussion of "Advertising and Merchandising under New Marketing Conditions." Frank E. Watts, manager, *Electrical Goods*, New York, will speak at this session on "Formulating Merchandise and Advertising Policies."

The program follows:

May 14, afternoon session: "Charting the Future in Marketing"; "How and on What Factors We Chart Our Future Market," Brice Bowman; "Forecasting Sales," Dr. L. D. H. Weld, director, commercial research, Swift & Co., Chicago; "High Pressure Selling and Its Effect on Distribution Costs and Methods," and "Where Is Instalment Buying Taking Us?" Leonard P. Ayres, vice-president, The Cleveland Trust Company, Cleveland.

May 15, morning session: "Using the Mails Under New Marketing Conditions"; "Advertising by Direct Mail"; "Getting Dealer Co-operation by Direct Mail," P. B. Zimmerman, advertising manager, National Lamp Works of the General Electric Company, Cleveland, and "Selling Merchandise by Direct Mail."

May 15, afternoon session: "Contact with the Consumer under New Market Conditions"; "How the Retail Merchant Is Adjusting Himself to Market Conditions," William N. Taft, editor, *Retail Ledger*, Philadelphia; "The Advantages of House-to-House Selling," C. F. Wyant, president, Wyant-Way of New York, Inc., New York; "Why Certain Markets Welcome the Chain Store," and "Two Way Selling: by Mail and Over the Counter."

May 15, evening session: "Advertising and Merchandising under New Marketing Conditions"; "The Future of the Farmer Market"; "Formulating Merchandise and Advertising Policies," Frank E. Watts, manager, *Electrical Goods*, New York; "Why Advertise," and "By Way of Summary," H. R. Wellman, professor of marketing, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N. H.

Pacific Coast Display Association to Meet

The Pacific Coast Association of Display Men will meet at Seattle, Wash., from September 20 to 22.

Joins Buffalo Agency

Francis X. Doherty has joined the staff of Edward M. Kelly, Inc., Buffalo, N. Y., advertising agency.

A Handicap to Business that apparently benefits no one

The new postal laws have raised the cost of mailings and hampered selling effort while creating less revenue for the government.

LAST spring the postal employees of the nation received a deserved increase in wages.

At the same time, in an effort to add to postal revenue, Congress raised the cost of using the mails.

But the history of American business clearly proves that added revenue comes mainly from larger volume. And larger volume is the child of lower prices.

Witness this basic principle in Henry Ford, Woolworth, and the large mail order houses. Witness it even in the government itself. For Washington has just lowered our income taxes in order that the prosperity thus stimulated will provide an even larger gross revenue.

Is this principle equally sound when applied to the Post Office Department? The figures that have just been

made available seem to answer emphatically "Yes!"

Basing its estimate on the last six months of 1925 the Post Office Department expects a decrease in mail matter for the postal year ending this June of some seven hundred million pieces. This, as compared with the previous twelve months, when lower rates were in force.

When you consider that the closing months of 1925 were months of nearly unparalleled prosperity, this figure becomes even more significant.

In addition, the postal deficit, which was slowly but steadily being wiped out under the old rates, has increased markedly under the new rates.

Further, the new rates have hampered every form of selling and business promotion involving the use of the mails.

The manufacturer who uses mailings to develop prospects

for local tradespeople finds this method of sales promotion now 50 per cent higher.

The local merchant who desires to advertise to customers and prospects through a mailing list finds this item of his selling cost increased.

Any manufacturer or merchant in selling through the mails faces a penalty because the privately printed return post-card, bearing sometimes an inquiry and sometimes an order, must now carry a two-cent stamp—instead of a one-cent stamp as heretofore.

There are other questions about the new rates that seem rather hard to answer.

Why, for instance, should the government supply a card—printed and stamped—for a penny; yet charge two cents to carry a card that you have bought and had printed?

What were the reasons for the ruling that a printed booklet of twenty-four pages or over constitutes a "catalog," if bound and stitched, mail-

able at the old rate of a penny for two ounces; and that a printed piece of the same weight containing less than twenty-four pages must pay an increased mailing fee of 50 per cent?

Such a ruling largely nullifies the three-year effort of Secretary Hoover and the committee on standardization of paper sizes.

Further, it tends to render obsolete much of the paper-making, printing and binding machinery of the country now arranged to handle printed matter laid out on a sixteen-page unit and not on a twenty-four page unit.

Surely Congress sensed these objectionable features of the present bill in labeling it as "temporary." But it has stood now for a year.

We believe that all business men will approve our stand on this matter. For we have yet to come in contact with any who approve the present rates.

GEORGE BATTEN COMPANY, INC.

Advertising

NEW YORK
383 Madison Avenue
BOSTON
10 State Street
CHICAGO
McCormick Building



When Labor Owns the Plant

The International Brick Company Uses Advertising to Sell the Product of Labor's Largest Industrial Enterprise

By Chester M. Wright

Of the American Federation of Labor

DOWN in the dusty Southern rim of the country, at El Paso, Texas, the International Brick Company is forging ahead to take its place as one of the big business enterprises of the Southwest. En route to Mexico City, I chose the El Paso route because it would permit me to visit this big plant, observe its manufacturing methods and see what it is doing in advertising its products.

The International Brick Company was brought into being before the World War by the Bricklayers', Masons' and Plasterers' International Union, of which William J. Bowen is president, as a defensive measure when so-called open shop forces were more active in Texas than at present. Today, the plant stands on its own feet, an important part of the business life of the community and of the section, its patronage sought by banks and publications, its methods studied by other manufacturers of bricks.

From the outset, the International Brick Company depended upon strictly business methods for its success. It had a product to sell and it proceeded to sell by purely merchandising methods. Brick plants are restricted in their fields of operation because of the weight of the product and the consequent expense of long-distance shipment.

The International Brick Company, today, does business mainly in Texas, Arizona, New Mexico

and in Mexico—in Mexico, particularly in the adjacent border States of Chihuahua and Sonora.

The company is proud of the fact that one of its specialties, a patented product manufactured by other plants in other districts, is

"Dream Back to Childhood Days"



To the First Builder of an Apartment House in El Paso, where

Children Will Be Welcome

We will give 25 per cent discount on whatever quantity of brick is used in connection with the building of same

**International Brick Co.**

El Paso, Texas

THIS COMPANY KNOWS HOW TO GET THE NEWS
APPEAL INTO ITS COPY

to be nationally advertised this summer and that it will thus be joining in a national advertising campaign. For its brick business, the company uses newspaper advertising and its copy appears regularly throughout the year.

The company uses for its general run of copy eight- and ten-inch two-column space, but it does not hesitate, when deemed advantageous, to run up to half- and full-page space. When a news story appeared proclaiming a general rule against children in El Paso apartment houses, the company at once used half-page space

to offer a 25 per cent discount to the first builder who would welcome children to his building.

The International Brick Company uses a tractor and a train of three army trailers for brick delivery over a spread of hundreds of square miles. Wherever this motor train goes, it is decked as though for parade, with large banners and signs. Much new business is traced to this traveling motor train.

General manager Jerre F. Driscoll, tells a story which illustrates the alertness of the company in taking advantage of opportunities for advertising outside of the generally accepted channels. The company supplied the bricks for a handsome new manual training school in El Paso, a really beautiful structure which would be a credit to any city. The building was to have been ready for use at the beginning of the school year last autumn. Mr. Driscoll arranged with the school authorities to have the building formally opened on Labor Day, with elaborate ceremonies, the company to attend to all of the arrangements, the school board to get the honors.

The company furnished the copy and paid for newspaper display space to announce the event. Some 14,000 persons passed through the building on the dedication day and the company considered itself well repaid for the effort and the expenditure. Of course, it had its representatives on hand to explain the construction work and to point to the material used whenever that could properly be done without marring the ceremonies.

The principal point in the experience of this company is that here is a strictly union labor manufacturing enterprise that is conducted exactly as it would be conducted under any other ownership. As a result of its policies, the business shows a steady growth each year. Incidentally, to continue in business it has to meet and pass the scrutiny of some 100,000 owners whose elected delegates sit in convention each year and give no praise where no praise is due. This is no small obstacle for any business to overcome.

Schlitz Looking Forward to National Campaign

A campaign of newspaper advertising being conducted by the Joseph Schlitz Beverage Company, Milwaukee, is featuring Schlitz Pale Dry Ginger Ale. Other Schlitz products, such as Malt Syrup and Malt Tonic, will also be included in the campaign. R. K. Kind, of the Schlitz company, states that "the campaign is being released in various parts of the country where we have distributors. We are now engaged in getting distributors in other sections of the country, so it is reasonable to assume that our newspaper advertising program will be more or less national in scope. One of the outstanding features of our program is the launching of a \$5,000 prize contest for a slogan as good as 'The Beer that Made Milwaukee Famous,' which was so inseparably associated with Schlitz in the past."

The newspaper advertising will be reinforced by window and counter displays, window posters and direct mail.

The Koch Company, Milwaukee advertising agency, is directing the advertising of the Schlitz company.

Paper Account for Boston Agency

The L. L. Brown Paper Company, Adams, Mass., maker of Brown's Linen Ledger and other papers, has placed its advertising account with the Wells Advertising Agency, Boston. An educational campaign on all-white-rag papers is being planned.

A. J. McGinness Joins Fisher-Brown Agency

A. J. McGinness has joined the staff of the Fisher-Brown Advertising Agency, St. Louis, as an account executive. He was formerly connected with Yost, Gratiot & Company, also of St. Louis.

Investment Account for Edwin Bird Wilson

Putnam & Company, Hartford, Conn., investment securities, have appointed Edwin Bird Wilson, Inc., New York advertising agency, to direct their advertising account.

Pickus-Weiss Agency Incorporates

Pickus-Weiss, Chicago advertising agency, has been incorporated by Morris I. Pickus and Edward H. Weiss and will be known as Pickus-Weiss, Inc.

Ward Baking Profits Larger

The Ward Baking Corporation, New York, reports a net profit of \$836,853, after charges, for the twelve weeks ended March 20. This compares with \$832,302 for the same period in 1925.

The Item Company, Ltd.

Publishers of

The New Orleans Item

The Morning Tribune

and

The Sunday
Item-Tribune

announces the appointment of

The
George A. McDevitt Co.

250 Park Ave.,
New York

Peoples Gas Bldg.,
Chicago

National Advertising
Representatives

Effective May 1st, 1926

New Orleans
Item-Tribune

Modern tab-
loid pictured
journalism for
all the family
has brought the
New York

DAILY
a circulation

360,000

Compared with 316,418 average

J. MORA BOYLE, Advertising Director, 55 Frankfort St., N. Y.

fo
West



Only 22 months old, the N. Y. Daily Mirror has passed in circulation all but nine of the 2,000 morning and evening daily newspapers in the United States

MIRROR

of more than

000

for 6 months through March

Western Office: 326 West Madison Street, Chicago, Ill.

How Foreign Markets Were Opened for Vick Chemical Company

The Company Enlists the Aid of Its Agents in Planning Campaigns Abroad

By A. T. Preyer

Director of Sales, Vick Chemical Company

HAVING complete distribution in the States, H. S. Richardson, our general manager, decided about five years ago to go into the export field. The first year—1921—we entered Canada (classifying it at the time as “export,” but today it is carried as domestic). The next year we opened Mexico, and the following year we added eight small countries in Central America, South America and the West Indies.

Then two years ago we carried our “fight” into a total of forty-two countries, including practically every strictly English and Spanish speaking country in the world—in fact, all except Argentina and Paraguay in South America. In addition, we have some distribution and sale in France, Greece, Germany, China, Japan, Syria, Egypt, Norway and Sweden.

In practically all countries we operate through resident sales agents who work on a commission based upon their sales. This is usually 10 per cent. They carry stocks, are responsible for credits and aid in marketing Vicks. We pay all advertising expenses.

We are picking agents lately with a little closer attention to their financial standings. We failed to hear from our representatives in the Philippines and in Trinidad for several months some time back and finally learned that they had sold our goods and left for unknown parts with the cash. Our total losses on foreign business so far, however, have been less than one-third of 1 per cent.

Portion of an address delivered at the export advertising session of the Thirtieth National Foreign Trade Convention held at Charleston, S. C.

Before starting in a country, we get first-hand information, either by personal visits to that market or through our agents—corresponding with them or seeing them in this country. We must learn what percentage of the population actually represents buying power so we may know how much we may expect to sell and how much we can afford to spend. For example, Mexico has 15 million population, but it is commonly said in export circles that only 2½ million wear shoes. We expect to get some of the barefooted boys to use Vicks and, therefore, count that country as 3½ million as compared with the 110 million in the United States. We also find out all we can about the habits of these people; the climate, etc. In some of our United States copy we tell anxious mothers what to do when the kids come in out of the sleet and snow with hands like ice and noses blue cold. This would not be appropriate for Panama, Jamaica, Porto Rico and other tropical countries where blue noses and cold hands are unknown. Here are a few of the questions we ask our agents:

1. In what months would you recommend advertising Vicks VapoRub during our introductory year?

2. (a) What are the most popular remedies for colds in the country at present?

(b) At what prices are they sold?

(c) If these are proprietary articles, how long have they been before the public?

(d) How are they advertised?

3. What taxes are levied on proprietary remedies? (By classes, internal and external, liquid, tablets, etc.)

4. What legal or other restrictions are there on advertising a remedy like Vicks VapoRub?

(a) In the Press.

(b) By distributing samples from house to house.

(c) By distributing circulars from house to house.

(d) By posters, etc.

5. Best city for a test campaign.

6. (a) Best newspapers for covering that city only (i.e. papers whose circulation is concentrated in the city).

(b) Their net paid circulations.

(c) Their lowest rates.

7. (a) Advertising mediums other than newspapers which you recommend using there.

(b) Rates.

(c) How would you propose to use them?

Your firm:

8. What accounts for proprietary articles do you handle already, especially American or British accounts? Do you use the American or British copy and layouts for these, or have you created new copy and layouts? (send specimens).

9. Give a general idea of your organization and of the service which you can offer. Have you a legal department?

We avoid using any freak and untried advertising stunts just as we would avoid using them in the United States. We use introductory campaigns that consist principally of newspaper advertising, house-to-house distribution of samples or folders, and dealer advertising. Particularly in the Spanish countries where newspapers are not so influential, it is important to interest the dealers in pushing an article—they help to start that longed-for word-of-mouth advertising.

In England, Australia, South Africa and New Zealand we practically covered the entire countries the first year. Free samples and demonstration counter-stands were sent to all druggists and the initial newspaper copy carried coupons good for these samples. There are good newspapers in these countries and they have so far received the bulk of our appropriation.

In most of the other countries we first tried test campaigns in one or two cities. These campaigns were similar to those used in the British Colonies but we depended upon the house-to-house distribution of folders and coupons to get the people to call at the drug stores for the samples. From these tests we learned how best to apply our advertising and sales methods to the customs of the

country. This experience guides us in the following years in expanding to cover the whole country. Last year we extended these campaigns in all the larger cities of these test countries. We write to the people who receive samples the first year and use their testimonials in our follow-up copy.

In addition to these calls on the dealers by the consumers, in redeeming the coupons, our agent's salesmen also call and sell the dealers their initial stock.

"The Call of the North" New Monthly Magazine

The Call of the North is the name of a new monthly magazine which started publication at Minneapolis, Minn., recently. It will contain fiction as well as news of activities in the State of Minnesota. The type page size is 8¼ inches by 11 inches.

The Call Publishing Company, Inc., is publisher. C. L. Self is president. Joseph Self is vice-president and G. J. Bach, secretary-treasurer.

C. R. Cusick with San Antonio Agency

C. R. Cusick, formerly advertising manager of the Manitou and Pike's Peak Railway of Colorado, has been appointed chief of production of the Pitluk Advertising Company, San Antonio, Tex.

Corn Products Income Gains

The Corn Products Refining Company, New York, Mazola, Karo, Argo Corn Starch, etc., reports a net income of \$2,718,250, after charges, for the quarter ended March 31, 1926. This compares with \$1,779,289 for the corresponding period of 1925.

Celma Company Appoints W. A. Bonyum

W. A. Bonyum, of New York, has been appointed sales manager of the Celma Company, Toledo, Ohio, manufacturer of Celma compacts and other toilet accessories.

Desk Account for Boston Agency

The Doten Dunton Desk Company, Boston, has appointed The Greenleaf Company, Boston, advertising agency, to direct its advertising account.

Morgan W. Daboll Dead

Morgan W. Daboll, treasurer and a director of Horatio Camp's Advertising Agency, died at New York on May 2. He was fifty-eight years old.



OF CONTINUITY AND DIVERSITY



APPLY advertising, for all its practice, has become neither an exact science nor an academic art.

Whenever two or three advertising men are gathered together, you can always get up an exciting debate by alluding to any of several moot points.

Selling copy versus institutional. How many words will be read? Are coupons useful? There are a dozen such issues, and it is a brave and heedless man who will lay down the law about any of them.

Yet there is one agreed principle, subject to question by few if any. Advertising men, expert or tyro, are almost unanimous in favoring continuity. The repeated stride, the uniform interval, the uninterrupted march of an idea—this is acknowledged to be advertising at its best. Daily, weekly, monthly continuity is cumulative energy.

Here is an advantage on the side of the monthly periodical. Advertising every week is magnificent if you can afford it. Advertising in every fourth or fifth issue of a weekly paper may be good, but it is *not continuous*.

OF CONTINUITY AND DIVERSITY

Continuity—unbroken and unquestioned—can be had in THE QUALITY GROUP by buying only twelve insertions (very much cheaper than 52).

Self-evident, yes. But also important.

We venture to add, to this hard fact, a touch of theory. When you buy space in THE QUALITY GROUP, as a unit, you also buy a certain valuable diversity. The merchandising possibilities of six magazines exceed those of one magazine. Trade and salesmen are impressed by the *diversity* of THE QUALITY GROUP as well as by the individual merits of each magazine.

In short, a fraction of the money needed to affect a mass circulation will make a deep dent in THE QUALITY GROUP market.

Many an advertiser walking about today grew to his present stature by cultivating this market alone.

Advertising in THE QUALITY GROUP, at no great cost, permits of continuity and diversity, and—it is *next to thinking matter*.

THE QUALITY GROUP

285 MADISON AVENUE, NEW YORK

THE ATLANTIC MONTHLY
THE GOLDEN BOOK MAGAZINE
HARPER'S MAGAZINE

REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
THE WORLD'S WORK

Over 700,000 Copies Sold Each Month

When Your Consumer Advertising Sells Competing Products

Your Trouble Might Be Overcome by Selling the Dealer on Your Own Product

MITCHELL-FAUST ADVERTISING COMPANY
CHICAGO, ILL.

Editor of PRINTERS' INK:

Possibly from the vast storehouse of recorded practical experiences which you have, you can suggest an answer to the question of an ambitious national advertiser we know of, who finds his campaign becomes a liability to him, at the same time it proves a success. His advertising, which has been running continuously for several years in women's magazines, has created the most encouraging sort of interest among housewives. They write in for the booklet and enclose remittances for the articles featured in the advertisements from month to month.

At the same time many ask the proper question: "Where can we buy your goods in our town?"

The number of inquiries of this kind have been increasing of late and the advertiser wishes that in several instances he could answer these inquiries and direct them specifically to some store. But he can't and that is where the liability element occurs to him.

Undoubtedly, some will answer that there is something wrong with his system of distribution; or that his salesmen are not living up to the opportunities created by the advertising. But there seems to be a deeper issue involved.

Although the company has been in business forty years or more and is ranked among the leaders, still until a few years ago, no effort was made to get direct retail representation. The product was sold through jobbers principally in the hardware field.

The line is one of many units and the resistance which these first retail missionaries encountered was that the progressive retailers were reluctant to mix this company's products with established competitive lines which they have been handling for years. The problem of the salesmen, therefore, has been to endeavor to build up a full line of representative accounts for the company. This is slow work, but progress is being steadily made year by year.

At the same time the jobbing business maintains its usual volume. So that all the work of the retail men will bear fruit in the future in established retail outlets, to which the women who respond to the advertising, can be referred.

The national advertising is used by the salesmen with good effect in interesting prospective retailers. But in the meantime, how are these letters from prospective customers, in response to the advertising, going to be answered?

MITCHELL-FAUST ADVERTISING COMPANY,
S. G. SWANBERG,
Vice-President.

IN our estimation the obvious thing for this advertiser to do (and without a doubt the same thought has occurred to the agency) is to devote some real attention to selling the dealer upon his goods. We do not mean the salability of the goods or the advertising being done in behalf of them but the goods themselves.

Here is a worthy product advertised to an extent that there is a fair general demand for it and having a reasonably complete jobber distribution. These are major points in securing dealer co-operation. Inasmuch as the dealers apparently are not sufficiently influenced by them, however, it must be that they look upon competing lines more favorably.

If we were manufacturing the item in question we believe that for the time being we should forget about the consumer end of our advertising so far as it was used as an argument to induce the dealer to stock the goods. We are almost prepared to say that we should even forget about making immediate sales to the dealer. Our idea would be to carry through an ample business-paper campaign largely, if not wholly, of an institutional nature that would be big enough and emphatic enough to get the merits of our factory and our goods before the dealer in a way that would give him an entirely accurate picture.

Then, if the goods were seen to have the merit that we claimed for them, we believe that in a few months we could turn our salesmen loose on the proposition and they would get somewhere.

"But meanwhile," Mr. Swanberg asks, "how are these letters from prospective customers, in response to the advertising, going to be answered?"

How, in other words, is the company going to reply to the in-

quirer in a constructive way and make the sale that is in prospect even though it may have no dealer in the town?

The thing to do in such a situation is to make arrangements whereby the prospects can be sold the merchandise direct. Comparatively few items after all have perfect distribution—that is, dealer representation in every town of any size. It is not an uncommon thing for manufacturers to follow up inquiries that may come from towns where their goods are not to be had at retail. Often the sale can be made through the local retailer and the transaction can become the means of interesting him in stocking the goods.

The manufacturer probably will find such selling to be an unmitigated nuisance and to make a profit on those transactions entirely out of question. But this is a part of the building-up process and he will have to pay the price.—[Ed. PRINTERS' INK.]

H. L. Stuart Forms Advertising Business at Cleveland

H. L. Stuart has formed an advertising business at Cleveland which has been incorporated under the name of The H. L. Stuart Company. He has been with the national advertising department of the *Cleveland News* for the last seven years. William A. Toker, formerly in the production department of Fuller & Smith and The Powers-House Company, both of Cleveland, is production manager.

Charles Freshman Company Reports Sales

The Charles Freshman Company, Inc., New York, radio equipment, reports sales of \$1,631,213 for the first quarter of 1926. Net profits for that period amounted to \$343,147, before taxes.

H. G. Selby with Detroit Agency

H. G. Selby has joined George Harrison Phelps, Inc., Detroit advertising agency. For the last three years he has been manager of the Morse Advertising Agency, also of Detroit.

Appoints R. J. Bidwell

The Boise, Idaho, *Statesman* has appointed the R. J. Bidwell Company, publishers' representative, as advertising representative for the Pacific Coast.

Lumber Manufacturers Re-elect F. G. Wissner

Frank G. Wissner, of Eastman, Gardiner & Company, Laurel, Miss., was re-elected president of the National Lumber Manufacturers Association at the twenty-fourth annual convention, which was held recently at Chicago.

Mr. Wissner agreed to accept the office and serve as chief executive only until such time as the work of inaugurating the yearly \$1,000,000 trade extension program is completed. At that time his resignation will be accepted and H. B. Hewes, of Jeanerette, La., first vice-president and chairman of the trade extension committee, will become president.

A. L. Osborn, Oshkosh, Wis., of the Northern Hemlock and Hardwood Manufacturers Association, was elected second vice-president. E. A. Frost, Shreveport, La., was chosen third vice-president and Wilson Compton, Washington, D. C., was re-elected secretary and manager, and John H. Kirby, Houston, Tex., treasurer.

The publicity committee and the trade extension committee were combined and in the future will be known as the trade extension and publicity committee. A new standing committee, to be known as the merchandising committee, was created to include not less than two representatives from each of the regional organizations.

Tank Car Account for Bisberne Agency

The General American Tank Car Corporation, Chicago, manufacturer of tank and railroad cars, has placed its advertising account with the Bisberne Advertising Company, Chicago. The Weber Costello Company, Chicago Heights, Ill., maker of Sterling Life-Long blackboards for schools, has also appointed this agency to direct its account.

Rogers & Company Transfer Earle Higgins

Earle Higgins, who has been with Rogers & Company, Chicago, engraving and printing, has been transferred to the New York office of that company.

E. J. Shearman Joins Thomas Skinner & Company

E. J. Shearman, for five years Quebec representative of the Consolidated Press Limited, is now representing Thomas Skinner & Company in Quebec and the Maritime Provinces.

Southern Publishers to Meet in July

The twenty-fourth annual convention of the Southern Newspaper Publishers' Association will be held at Asheville, N. C., on July 6, 7 and 8. The program will be restricted to business.



In

This is the second of a series of advertisements giving analyses of circulation in typical cities. The first one analyzed circulation in Madison—if you have not seen it, write for a copy.

NEW HAVEN industries produce annually more than \$200,000,000 worth of fire-arms, clocks, rubber goods, wire rope, toys and other products. Naturally, volume production means volume buying—not only of raw materials, but of everything—from typewriters to trucks—used in modern business.

To merchandising men seeking the key to worthwhile markets, the accompanying analysis of New Haven circulation is significant—and typical. For the circulation of **THE MAGAZINE OF BUSINESS, System**, is everywhere concentrated among the three groups of business executives who initiate or approve purchases of material and equipment.

SYSTEM
The MAGAZINE of BUSINESS
NEW YORK CHICAGO LONDON



NEW HAVEN

THE MAGAZINE OF BUSINESS, System, shows 83% of its New Haven circulation concentrated among those business executives who must be "sold" before they will approve purchases.

PROPRIETARY

Owners	90
Partners	43

CORPORATE OFFICIALS

Presidents	59
Vice-Presidents	10
Treasurers	29
Secretaries of Corporations	17
Bank Cashiers	1

OPERATIVE EXECUTIVES

General and Assistant General Managers	68
Credit Managers	4
Superintendents and General Foremen	12

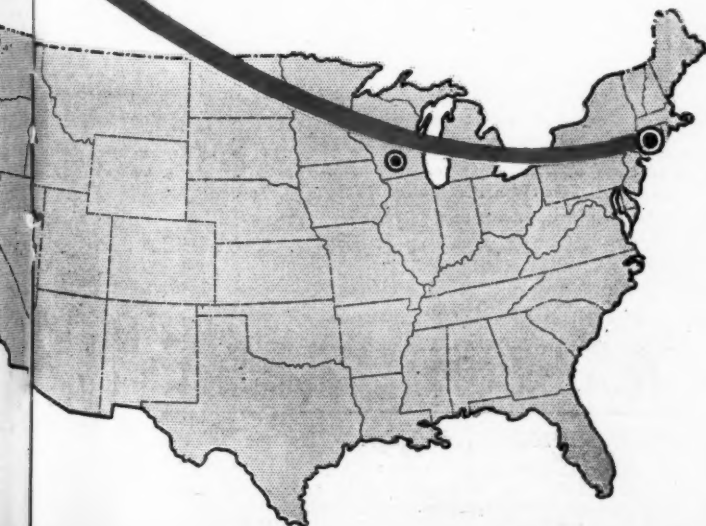
Purchasing Agents	9
Financial Executives	11
Comptrollers, Auditors and Accountancy Executives	8
Sales and Advertising Executives ..	15

Total Major Executives (83%)... 376

OPERATING, PROFESSIONAL AND MISCELLANEOUS

Salesmen	29
Office Employees	27
Professional Men	7
Secretaries, Chambers of Commerce ..	1
Librarians	4
Miscellaneous	9

Grand Total (100%)..... 453



The First On The Last Off

Having proved itself a profitable medium for mail-order advertisers for a great many years **The Household Journal** is generally the first mail-order publication to be placed "on the list" when a mail-order advertising campaign is planned.

And—

due to its continued pulling power, it is generally retained to the last, when curtailment is necessary.

The summer months spell curtailment of mail-order advertising. Despite this fact, our rural population **does** buy a great variety of products, both comforts and necessities. Who are the advertisers that will make a bid for this business?

You can do so, reaching 700,000 of the world's best rural population, located in the rich middle western towns and villages, thru the advertising columns of

The **HOUSEHOLD JOURNAL**

IRA E. SEYMOUR, Adv. Mgr. - Batavia, Illinois

Chicago Office

Rhodes & Leisenring, Managers
Bell Building, 307 Michigan Blvd.
Central 0937

New York Office

A. H. Greener, Manager
116 West 39th St.
Room 634

Is Copy Writing a Craft or a Business?

Great Copy Writers May Be Great Stylists but as a Rule They Don't Know It

By Byram Avery

ONCE I knew a printer. He was a good printer. You could go to him with an outline for a piece of direct-mail advertising and within a couple of days he'd put on your desk an excellent dummy. A week or so later he'd bring you the finished job and it would come up to your every expectation.

One day this printer read about Gutenberg. This led him to Aldus, Caxton and Bodoni. He discovered something about guilds. And then he had a sudden rush of craftsmanship to his head.

He changed the name of his establishment from "The Jones Printing Company" to "The Jones Printcrafters." He became so busy trying to be a craftsman that he forgot how to be a printer. Within a few years he spent days on jobs that formerly had taken him hours. What was worse, the results of his craftsmanship had a great deal less sales punch than the work he did in the good days when he was just a printer.

Today I know a copy writer. He's a good copy writer. You can outline a proposition to him, explain its many facets and be pretty sure that he'll come back in a few hours with a good piece of copy—copy with real selling in it. If he wants more information he'll go to the factory, talk with the workmen, interview the sales manager. Then he'll go out and talk to men and women who buy the product.

Frankly, I'm worried about that copy writer. The other day I caught him sneaking into his office with a copy of some Russian writer's book under his arm. I discovered that he's resurrected Stevenson's essay on style, something he hasn't read since he left college. At lunch the other day

he dropped the remark casually, and a bit tentatively, that he thought Shakespeare would have been a great copy writer.

Can it be that this copy writer is in danger of a rush of craftsmanship to his head?

After all is said and done, I can't get over the feeling that copy writing is an art in itself. I don't think good copy writers are made out of men who want to imitate Turgenev or Shakespeare or even Stevenson. Rather they are made out of men who write simple, direct English and want to imitate Bill Jones, the fellow who knocked his 1925 sales quota for a row of suburban two-family brick houses.

Don't misunderstand me. I don't want to give the impression that a copy writer shouldn't be a book reader. Obviously he should read everything he can lay his hands on. He's got to do this to keep his mind open to new streams of ideas. He's got to do this if he's going to keep his style from becoming atrophied. Otherwise his copy will become a jargon of advertisingese.

SALESMAN OR PROSE STYLIST

Once, however, he gets into his head that he's going to become the Flaubert of copy writers he ceases to be a good salesman and commences to be a prose stylist. Prose stylists have their place, but I can't get myself to think that the place is at a desk writing advertising copy.

Good copy is based on good salesmanship. Good copy writers are good salesmen. They may also be good stylists, but as a rule I think they are quite unconscious of the fact that they have a style, as unconscious as Bill Jones is of the fact that he has a peculiar

sales technique. Once Bill begins to look upon himself as a technician he'll lose value as a salesman.

Copy writing isn't a profession—it's a business. The copy writer can bring to his business a fine consciousness of professional ethics but he must remember that the chief aim of copy is to sell.

The best copy writers are great craftsmen. I doubt, however, if they know it. No. They just go ahead and write the best copy they know how and, because they are good writers, that copy becomes the best kind of craftsmanship, unconscious craftsmanship.

Washington Manufacturers Discuss Campaign

At a recent meeting of the Manufacturers' Association of Washington, which was held in Tacoma, discussions were given over to the need of educating the national market so as to create a favorable attitude among consumers toward the products of Washington factories. It was recommended that, should the association undertake this work, that it should do so through the medium of paid advertising.

Starts Publication of "Wholesale Grocer News"

The Vest Publishing Company, Chicago, publisher of the *International Grocer*, has just issued the first number of the *Wholesale Grocer News*, a monthly publication for the wholesale grocery field. Herbert E. Verst is publisher and Julian J. Verst is business manager.

"La Palina" Cigar Profits Larger

The Congress Cigar Company, Inc., Philadelphia, La Palina cigars, reports a net profit of \$403,458, after charges, for the quarter ended March 31, 1926. In the corresponding period last year \$363,757 was reported.

Will Establish New Art Service

Hans Schlaeger, of the Federal Advertising Agency Incorporated, New York, has resigned, effective May 1. He will establish an advertising art service at New York under the name Zero.

W. E. Brown with Cleveland Agency

Walter E. Brown, formerly assistant advertising manager of the Billings-Chapin Company, Cleveland, has joined The John S. King Company, advertising agency, of that city.

Comment from Agencies on Newspaper Statistics

EVANS, KIP & HACKETT, INC.
NEW YORK

Editor of PRINTERS' INK:

I have read your "Comparative Newspaper Advertising Summary for February" with considerable interest.

You are to be indeed complimented on introducing this helpful feature into your magazine. I am sure that it will be of value to space buyers, and agency executives throughout the country.

EVANS, KIP & HACKETT,
JOHN H. KLINGENFELD.

MASSENGALE ADVERTISING AGENCY, INC.
ATLANTA, GEORGIA

Editor of PRINTERS' INK:

We note with much interest that beginning with the April issue you will give the National Newspaper lineage month by month for many of the leading cities, and we are quite sure that this service will be of considerable help in studying national conditions in the principal markets.

MASSENGALE ADVERTISING AGENCY, INC.
N. L. ANGLIER.

New Accounts for Little Rock Agency

The Little Rock, Ark., Chamber of Commerce has appointed Burton E. Vaughan, advertising counselor, of that city, to direct its advertising account. Direct mail will be used. The American Grocer Company, Little Rock, has also appointed this agency to direct a newspaper campaign on American Flour.

H. M. Snow with Howland Agency

Homer Morgan Snow has joined the Boston office of the H. S. Howland Advertising Agency, Inc., as an account executive. For the last few years he has been associated with Cleveland A. Chandler & Company, Boston, advertising agency.

Appoints W. C. Benson & Company

The Highland Machine Foundry Company, Washington, D. C., has appointed W. C. Benson & Company, Advertising, Inc., also of Washington, as advertising counselor. A campaign for a new radio set and radio equipment is being planned.

Quarterly Profits of Hupp Motor Increase

The Hupp Motor Car Corporation, Detroit, reports net profits of \$1,122,308, after depreciation and taxes, for the first quarter of 1926. This compares with \$852,963 in the same period last year.

Announcement

EFFECTIVE MAY 1st

National Advertising Representation

The Los Angeles Evening Herald

The San Francisco Call-Post

The San Antonio Light



New York

HERBERT W. MOLONEY
Times Building

Chicago

JOHN H. LEDERER
910 Hearst Building



*More Than a Million
copies monthly to
real farm homes in
real farm territory*

About a third of the farmers of America live in the North Central or "Heart States." They have more than half the farm wealth, and produce annually about that proportion of the farm income.

Successful Farming is edited for all members of these farm families. Its circulation matches the importance of general farming.

MEREDITH PUBLISHING COMPANY

SUCCESSFUL FARMING—THE DAIRY FARMER
BETTER HOMES AND GARDENS

F. O. BOHEN, Advertising Director

E. T. MEREDITH, Publisher, Des Moines, Iowa

SUCCESSFUL

Chicago Office:
123 W. Madison St.

New York Office:
270 Madison Ave.

St. Louis Office:
Syndicate Trust Bldg.

Kansas City
Land Bank

The Favorite Magazine Of the Farm Home

Some "farm publications" are trade papers only, for the farmer himself; others aim to little more than entertain the "women folks."

But—Successful Farming recognizes the farm family as a unit in thought and work. It recognizes that the whole family is interested and concerned and takes a definite part in the business of farming, both out of doors and in the home.

The farm wife and family live in daily contact with the business affairs of the husband and father. A city family seldom visits the office or has much knowledge of its activities.

Successful Farming was established and is maintained as a complete editorial service for the entire farm family. It deals with farm life as farm life is lived on the farms of its more than a million subscribers. The farm families appreciate this editorial policy because it "fits," and they prove it by renewing their subscriptions to this, their favorite magazine.

Can you picture a finer background for your advertising story?

"There's a Difference in Farm Papers."

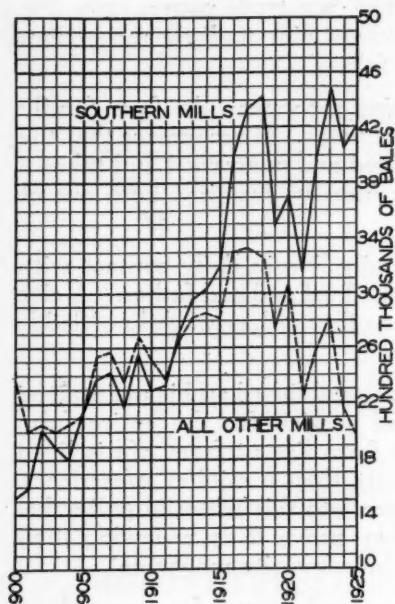
UL FARMING

Kansas City Office:
Land Bank Bldg.

Minneapolis Office:
Palace Bldg.

Western Office:
Sharon Bldg., San Francisco

A Big Story Briefly Told!



*Cotton Consumption
for 25 Years*

**SOUTHERN MILLS
178% INCREASE**

From 1,523,168 bales to
4,218,611 bales

**ALL OTHER MILLS
16% DECREASE**

From 2,349,997 bales to
1,972,738 bales

IT'S the story of the remarkable advancement of the textile industry in the South, one of the outstanding developments in the industrial history of this country. It indicates to industrial advertisers a vast and constantly increasing market for their products.

Further details are given in "The Textile Mills," a copy of which will be sent to you on request.

COTTON

The Manufacturing and Construction Journal of the Textile Industry

GRANT BUILDING

ATLANTA, GA.

Published By W. R. C. Smith Publishing Company

Also Publishers of

SOUTHERN POWER JOURNAL, SOUTHERN AUTOMOTIVE DEALER, SOUTHERN HARDWARE,
ELECTRICAL SOUTH

Price Maintenance Pitfalls to Be Avoided

Out-of-Bounds Zones Indicated in Federal Court's Decision Upholding Trade Commission

SOME of the price maintenance policies and exclusive dealer arrangements that may lead a manufacturer into difficulties are indicated by a recent decision of the Circuit Court of Appeals, Seventh Circuit. In this decision, the Court upholds the Federal Trade Commission's order of two years ago directed against The Q. R. S. Music Company, Chicago.

The case is notable largely by reason of the fact that it is one of the few in which a Federal Court has sustained the Federal Trade Commission after the party ruled against by the Commission has petitioned for the Commission's order to be set aside. It is believed to be the first decision of the appellate courts fully sustaining an order by the Commission against exclusive dealer contracts, held to be unlawful under Section 3 of the Clayton Act.

The policies that a manufacturer may follow with impunity in maintaining resale prices of the merchandise that he produces are not clearly sketched in this case either by the Commission's order or the Court's decision. However, inasmuch as the Court upheld the Commission and issued an order identical with the one entered by the Commission, it is fair to assume that the practices complained of and set forth in the Commission's brief may be looked on as out-of-bounds and likely to lead a manufacturer into trouble.

It, therefore, appears that the case will be of value to manufacturers and their sales executives chiefly for the manner in which it points to pitfalls which they may well avoid.

On April 8, 1924, the Federal Trade Commission entered an order that The Q. R. S. Music Company, Chicago manufacturer of music rolls for piano players, "cease and desist from carrying

into effect a policy of fixing and maintaining uniform prices at which the articles manufactured by it shall be resold by its distributors and dealers by:

1. Entering into contracts, agreements and understandings with distributors requiring or providing for the maintenance of specified resale prices on products manufactured by respondent.

2. Attaching any condition, express or implied, to purchases made by distributors or dealers to the effect that such distributors or dealers shall maintain resale prices specified by respondent.

3. Requesting dealers to report competitors who do not observe the resale price suggested by respondent, or acting on reports so obtained by refusing or threatening to refuse sales to dealers so reported.

4. Requesting or employing salesmen or agents to assist in such policy by reporting dealers who do not observe the suggested resale price, or acting on reports so obtained by refusing or threatening to refuse sales to dealers so reported.

5. Requiring from dealers previously cut off promises or assurances of the maintenance of respondent's resale prices as a condition of reinstatement.

6. Utilizing any other equivalent co-operative means of accomplishing the maintenance of uniform resale prices fixed by the respondent.

The Commission also ordered the company to desist from "entering into contracts, agreements or understandings or making sales or fixing a price charged therefor or discount from or rebate upon such price subject to the condition, agreement or understanding that the purchaser of respondent's product shall not deal in the goods, wares or merchandise of any competitor of respondent."

The Q. R. S. Music Company at once petitioned the Circuit Court of Appeals to set aside the Commission's order. Thereupon the Federal Trade Commission asked the Court to issue an order of enforcement, stating in its brief the following findings relating to resale price maintenance practices attributed to The Q. R. S. Music Company:

1. The company sought to establish resale prices by issuing catalogues, price lists, circulars and other literature in which resale prices are suggested . . . and caused the resale prices to be placed on the labels of Q. R. S. player rolls and on the boxes containing such rolls. This was considered by the Commission to be "the initial and no doubt the most innocent step in the company's plan of resale price maintenance."

2. The company gave dealers generally to understand that the resale prices promulgated must be maintained on penalty of being unable to secure a further supply of Q. R. S. rolls.

3. The company solicited and secured agreements from its dealers that they would not compete in price on Q. R. S. rolls.

4. The company solicited and secured the co-operation of its dealers in reporting customers who did not maintain suggested resale prices. With such reports as a foundation the Q. R. S. Music Company tried to secure promises from the dealers complained of to maintain resale prices, giving such dealers to understand that unless they did so they could no longer buy its player rolls.

5. By using these methods the company succeeding in eliminating practically all competition among dealers on Q. R. S. rolls. Resale prices were maintained by 99 per cent of its dealers, according to the Commission's brief.

On the matter of exclusive dealer arrangements, the Commission contended that The Q. R. S. Music Company had:

1. Entered into numerous agreements with dealers to deal in its goods exclusively, offering them an unlimited exchange privilege for unsold goods as a consideration for this advantage.

2. Fixed its prices and discounts to dealers on the condition that dealers handle Q. R. S. rolls and no other brands of rolls.

3. Developed its exclusive dealer arrangements to the point where the ability of competitors to sell dealers was substantially lessened.

In the hearings conducted by the Federal Trade Commission, T. M. Fletcher, president of the Q. R. S. company, characterized its resale price maintenance policy as the company's "most successful and important policy," and as the "most vital point necessary to our business welfare." It was shown in the evidence, which fills a volume of 700 pages, that in one year, at least, the Q. R. S. company sold well over 50 per cent of the player piano rolls produced by the industry, thereby controlling it.

Judge Evans, who with Judges Alschuler and Anderson heard the case, said in his opinion "while respondent (The Q. R. S. Music Company) must be accorded the unqualified right to choose its customers, it cannot lawfully by agreement fix and enforce the price at which the retailers shall sell its rolls. Nor can respondent accomplish the same result by means that do not rise to the dignity of an express agreement, but are for all practical purposes its equivalent.

"In the present case, the methods adopted were not unlike those condemned in the Beech-Nut case. That respondent succeeded in destroying competition among the retailers, is the finding of the Commission, supported, as we believe, by the evidence. And this is what it cannot, under either the Anti-Trust Act or the Federal Trade Commission Act, lawfully do.

"Respondent argues that its business is peculiar and necessarily founded on 'an exchange of rolls' policy. We are not unmindful of the necessity of viewing each industry separately and in the light of its own peculiar problems. The exchange of rolls in and of itself may not be injurious. In fact, it appears to be a necessary and useful practice in furthering the music roll business. But the order does not condemn it except as it is used an unlawful means to accomplish a prohibited policy. That condemned policy is the fixing and maintenance of resale prices on the part of retailers.

"Likewise, to ascertain from one retailer information about another competitor (both being respondent's customers) is objectionable only when such information and such policy is used as a club to force all retailers to maintain a uniform price."

Chemical Account for Baltimore Agency

The Miffin Chemical Corporation, Philadelphia, maker of Miffin Alcohol, has appointed The Joseph Katz Company, Baltimore, advertising agency, to direct its advertising account.

The Lillibridge Viewpoint

Number One Issued from No. 8 West 40th Street, New York

There's a Time to Rush and a Time to Smoke

WHEN we contemplate the rash way in which many manufacturers rush into print, with half-baked plans for getting distribution and turning interest into sales, we are reminded, by contrast, of the great-grandfather of Deidrich Knickerbocker whom Herbert Quick tells about so entertainingly in his latest book.

It seems that on taking the contract to build a church in Rotterdam, the old gentleman took three months of smoking for pure consideration of the work; then three more in knocking his head and breaking his pipe against every church on a circuitous journey from Rotterdam through Amsterdam, Delft, Haarlem, Leyden and The Hague and back to Rotterdam; then three more in walking and navigating and climbing to attain coigns of vantage for contemplating the site of the still unbuilt church.

At last, having smoked three hundredweight of tobacco, and traveled and thought and contemplated for full twelve months, and having filled the good Rotterdammers with the fidgets, he pulled off his coat and five pairs of breeches and laid the cornerstone of the church. Accord-

PAGE TWO

THE LILLIBRIDGE VIEWPOINT

ing to the great historian of New Amsterdam, when completed, this church was so conveniently constructed that all the zealous Christians of Rotterdam preferred it to any other.



THE tempo of advertising is necessarily fast. Nevertheless, it is our conviction that speed has come to be too much a habit. There's a time for rushing and a time for smoking, and if a little more smoking were done first there would be less need for rushing—and less waste.

CLIENT WANTED

AN advertising agency with some rather different working methods and marketing ideas wants as a client a manufacturer in the household specialty field who is dissatisfied with his present rate of progress in sales and distribution and is ambitious to attain a position of leadership.

He must have an open mind, the business acumen to appreciate the wisdom of paying a stipulated monthly fee to cover high-calibre co-operation and insure absolutely disinterested counsel as to marketing methods and mediums; also a conviction that there is too much of the conventional in present-day advertising, sales and distribution practices.

His product may be a vacuum cleaner, an oil stove, a washing machine, a kitchen cabinet, a piano, a rug,

or practically any other specialty for the home. But it must be a *good* product. His business may be located anywhere from St. Louis east. He must be able to command capital sufficient to carry out a carefully planned progressive marketing program, but if he has a natural aversion to spending a dollar without knowing pretty definitely what it is buying for him in the way of progress toward a pre-determined "objective," it will be in his favor.

We can take on one more such client at this time. We have some ideas that will interest him, and we can assure him of a quality of advertising service and marketing co-operation that he will appreciate. Address, in confidence and without obligation: Ray D. Lillibridge Incorporated, No. 8 W. 40th Street, New York City.

"Namby-Pamby Stuff"

SOMETIMES when our "follow-through" work for a client leads us into such a maze of detail that we begin to wonder if we are doing anything better than clerical work, there comes to us that sage observation by George Arliss in *Collier's*: "It is the namby-pamby stuff that shows the real value of an actor or an actress. The big emotional scenes are, as a rule, comparatively easy to play. Up to a certain point they play themselves."

Isn't it very much the same in advertising?

Stuttering Salesmen

IT WAS John Ruskin who wrote, "He who has truth in his heart need never fear the want of persuasion on his tongue." This puts us in mind of a remark Frank Braucher, of the Crowell Publishing Company, made to us one morning. We were talking about salesmen, and he said, as respecting his own company's sales staff, "I never worry about what will come out of their mouths if they have the right thing in their hearts. They could stutter and still sell!"

On Ordering From the Left

THERE COMES a time in nearly every business man's life when he makes the discovery that in the interest of his general well-being and his success, he should order what he wants from life, instead of fitting himself into the table d'hôte conception of other men's minds.

If it is luncheon he is ordering, he ignores the row of prices down the right side of the menu and orders from the left what appeals to him as being tasty and nourishing and appropriate to his mood, his digestion, and the

PAGE FOUR

THE LILLIBRIDGE VIEWPOINT

time at his disposal. Or, better yet, he ignores the menu and simply tells the waiter what he wants, whether it be a bowl of half-and-half and graham crackers, or *terrapene goute d'or*.

If it is a suit he is ordering at his tailor's, he looks at materials first and price afterward, knowing that the cheapest suit he can buy will be the one that will add most to his personal appearance and reflect success.

And so with the books in which he is to invest his most precious possession—his time; and the plays he selects to see, and the magazines he selects to read: he orders not from the right on price or convention, but from the left on the basis of what he knows he needs in order to get the most out of life.

So ordering, he nearly always finds that costs have a way of evening up, one with another, so that in the end he comes out better than the man who habitually considers cost first.



WE ARE strongly of the opinion that this same philosophy applies to the choice of an advertising agency. If you can find an agency which will give you the unbiased counsel and the thorough-going service you believe to be the only way to make your advertising fully effective in a sales way, it will pay you to order that service and pay what it costs, knowing that it will actually be the most economical sort of advertising service you can buy. It will fit your needs and there will be no waste.

©131-1

RAY D. LILLIBRIDGE INCORPORATED

Advertising • No. 8 West 40th Street • New York

Telephone: Longacre 4000

Founded



in 1899

An Englishman Looks at the Future of Advertising

An Interesting and Stimulating Prophecy That Is Sometimes Rash but Always Provocative

By C. B. Larrabee

NOW and then it is good for the soul to sit down and prophesy. In order to view the future with some degree of certainty the prophet must take a pretty careful stock of the past and present. In taking this stock, he uncovers certain weaknesses in what may seem to be the best of all possible systems and at the same time sees certain developments of the quite recent present which may have vast potentialities for the quite imminent morrow.

An English writer, Gilbert Russell, who has had considerable experience in agency work, recently sat down to prophesy and the result is his book, "Nuntius. Advertising and Its Future," (Kegan Paul, Trench, Trubner & Co., Ltd., London).

In order to give himself and the reader a background for prophecy, Mr. Russell has made a hasty survey of the past and present and in a comparatively small number of pages has made a remarkably clear exposition of advertising as a business and social service. To be sure, some of his points might be a bit more thoroughly documented to make them unassailable but on the whole he has done yeomen service in knocking down some of the larger scarecrows which have been set up by those who do not believe in advertising.

The American advertising man, however, will be far more interested in Mr. Russell's prophecies. He won't always agree with Mr. Russell but he can't help being interested. The book should be read, but a brief summary here will serve to outline with some degree of sharpness what the author sees in the future of advertising. After reading this summary you can make your own prophecies.

Advertising in the future will be more widely used and for more varied purposes, says Mr. Russell, but it will be less clamorous, more moderate and perhaps smaller in actual volume. Here he brings out a point that is seldom appreciated by the layman and almost as seldom appreciated by the advertiser: the point that although advertising as we know it is less than a century old it has learned in a short time many principles which other sciences have taken centuries to learn.

ORGANIZED CENSORSHIP

In the future, the author sees an organized censorship of advertising on the part of the press, a censorship that already has its beginnings in the United States where for many years certain mediums have been extremely careful of the kind of advertising that appears in their columns. Some day, says Mr. Russell, this censorship will be extended to every form of advertising and will be wholly voluntary on the part of sellers of space. He goes on to point out the various factors in advertising that may coalesce to set up this censorship and gives due credit to the PRINTERS' INK Model Statute and the Vigilance Committee movement which have done such great service in the United States.

In the future, Mr. Russell continues, the advertising agent will achieve a truly professional position. The advertiser will no longer try to blue-pencil copy and change this and that without stronger reason than personal prejudice. The advertising agent will be as truly professional as the physician or the lawyer and the advertiser will no more think of changing the agent's ideas than he would think of prescribing his

own medicines or preparing his own law brief.

"We have solved the problem of production," says Mr. Russell. "The problem of the future will be marketing. Even today we can produce most goods as efficiently as any other country. It is in the selling that we fail." To be sure he is speaking primarily of England but his words should strike a responsive note in the heart of the American business man.

He then goes on to show that Britain will recover from its present slump only as its selling efficiency increases—and advertising will be one of the great means of increasing that efficiency. Less than 10 per cent of British manufacturers now use advertising as a serious business operation. In the future all successful businesses will use it.

"In the next generation 'Truth in Advertising' will not be the dream of well-intentioned enthusiasts, or the catchword of charlatans desiring a cry to which they may pay bombastic lip-service; it will be a reality."

"It is a personal fancy of mine that advertising in the future will be much more purely informative than it is now," continues the author. "The literary quality of advertisements in the future will of course be much higher than it is now. Advertisements will be more interesting as well as completely dependable. But it is the public's appreciation of their trustworthiness, as well as its realization of their usefulness, which will provide the most interesting results. When the public consciously turns to advertising for information and perhaps even entertainment, when advertisements no longer compete for attention but have attention bestowed upon them . . . when this time arrives the uses to which advertising can be put will be enormously widened."

He points out that, today, 2 per cent returns are considered good, a figure which he believes is ridiculous. In the future advertisements will be far more ef-

ficient and hence fewer will be employed for an individual purpose. Therefore, advertising will be more varied but there may actually be less of it. Thus, in the future there will be less repetition of the selling message. Slogans will fall into disuse. Advertisements will occupy smaller spaces and there will be fewer irrelevant illustrations.

Now Mr. Russell steps out rashly. Advertising, he says, may well see the doing away with the independent wholesaler and retailer. Manufacturers will establish their own stores, backed by advertising. There will be no traveling salesmen. Shops will automatically stock certain wares.

A TRUER PICTURE

This is a pretty picture but I do not advise retailers to begin selling their shops nor wholesalers to close their warehouses. A far truer picture is to see advertising as one of the great forces which will pull manufacturer, wholesaler and retailer more closely together—something which it has already done in the United States, if not in Great Britain. Once these three great factors truly realize their interdependence and their further dependence on advertising they will co-operate to make marketing a far more efficient force. But there, I am prophesying and thus invading Mr. Russell's private dominion.

Quicker turnover and lower selling prices will result in the future, continues the author. This has already happened in many instances so there is little rashness in the prophecy. He also sees manufacturers publishing their own papers to carry their own advertising. Here, again, the American advertiser, basing his belief on actual experience, must differ sharply. That advertising will lead to greater economies in publishing is quite probable—but these economies will be enjoyed by the publisher, himself, and not by the manufacturer-publisher, a term which in itself is a contradiction. Even Mr. Russell points

A complete survey, based on a house to house canvass, has just been completed. Its purpose is to show a complete picture of the Utica market and thus assist not only new but present advertisers in the preparation of successful sales programs. We could tell prospective clients of our leadership in local and national advertising, our supremacy in circulation coverage and the comprehensiveness of our newspaper, all of which would demonstrate our leadership, but we feel our success is predicated on the same basis as that of our customers and so this new survey discloses facts and figures which we are confident will go a long way toward insuring success for intelligent advertising campaigns for good products.

The Utica Observer-Dispatch

Utica, N. Y.

A GANNETT NEWSPAPER

Each the leader in its field

Elmira Star-Gazette-Advertiser

Elmira Sunday Telegram

Ithaca Journal-News

Newburgh News

Rochester Times-Union

Utica Observer-Dispatch

out that this is but a fancy of his and that he cannot conceive of advertising eliminating the publisher as we know him. He implies that the publisher will even increase his usefulness and influence.

In the future, says Mr. Russell, there will be a great deal more non-competitive advertising of the association type. He visions the laboring man as an actual contributor to the expenses of advertising—something which has already happened in several instances in the United States.

Political parties will make far wider and far wiser use of advertising. Liberal manifestos will appear in Labor newspapers as well as in Liberal newspapers. This political advertising will be dynamic, creative. It will provoke interest in politics.

Government departments will advertise officially although non-contentiously. The Board of Agriculture, for instance, will publish instructive advertisements for the farmer. The Post Office Department will advertise the usefulness of the telephone. Why shouldn't it, with the example of the American Telephone and Telegraph Company before it? asks the American advertiser parenthetically. The Treasury will use advertising to decrease the cost of collecting taxes.

"It is quite possible that the Liberal or Labor Party may be courageous enough to employ advertising as a means of creating public opinion to prevent a threatened war. I believe that £200,000 spent on press advertising immediately the European crisis arose in 1914 could have kept this country [England] out of the war."

The advertising of the arts—books, pictures, the stage, etc.—will be far more effective. This will mean the death knell for the press agent's activities. Plays will be trade-marked and we will find one theatre running to one type of entertainment thus making it possible for certain groups of theatres to stand for certain kinds of plays.

Advertising will have its effect on architecture so that builders will make buildings with suitable spaces marked off for posters.

In closing the author says, "Advertising will be, in the highest sense, a public service."

Yes, it is good for the soul to sit down and prophesy. Mr. Russell probably had a whacking good time writing his book. That some, perhaps many of his prophecies will not come true, does not militate against the value of "Nuntius." Certainly, Mr. Russell has performed a real service in pointing out to advertisers, and laymen as well, the great possibilities of that marvelous modern factor of marketing, advertising.

National City Company Plans Outdoor Campaign

The National City Company, New York, investments, began a national outdoor advertising campaign on May 1. Poster panels numbering 2,900 are being used on highways in and near the cities in which the offices of the National City Company are located. The campaign will run for six months and will be of an institutional nature.

Lambert Pharmacal Profit Increases

The Lambert Pharmacal Company, St. Louis, manufacturer of Listerine antiseptic, toothpaste, etc., reports a net profit, after charges, of \$852,117 for the quarter ended March 31. This compares with \$603,333 in the first quarter of 1925.

Motors Account for Detroit Agency

The Hercules Motors Corporation, Canton, Ohio, has appointed The Brotherton Company, Detroit advertising agency, to direct its advertising account. Business papers, farm papers and newspapers will be used.

H. B. Jernee Advanced by Hyatt Roller Bearing

H. B. Jernee, of the Hyatt Roller Bearing Company, Newark, N. J., has been made sales manager of the line-shaft department.

Changes Firm Name to Name of Product

The Dooley & Braden Company, Rock Island, Ill., manufacturer of Nu-Way oil burners, has changed its name to the Nu-Way Corporation.

Buy Coverage in Louisville



THE LOUISVILLE TIMES.

The Courier-Journal.

TAKE 2
STATE SURPRISE
IS PROMISED
SEYMOUR

**A Great, Growing Market
Completely Covered by
Two Leading News-
papers At One
Small Cost.**

Most recent circulation statements show further big gains in the leadership enjoyed by Louisville's biggest and best newspapers.

Ever since the first newspaper advertisement was published in Louisville, The Courier-Journal and The Louisville Times have been the dominant advertising mediums in this territory; but never before was their dominance as pronounced as now.

now 139,436 daily
112,850 Sunday

The Courier-Journal
THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AG'Y

COLUMBIA

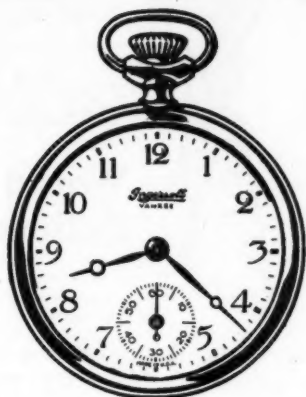
The Largest Catholic Magazine in the World

Returns from a questionnaire mailed to subscribers show that COLUMBIA has more than two and one-half million readers, grouped thus:

Men	1,211,908
Women	1,060,420
Boys under 18	249,980
Girls under 18	244,336
TOTAL	2,766,644



Ingersoll



COLUMBIA has been assigned an important part in making the name of Ingersoll one of the best known of all trade-marks.

For the third successive year the Ingersoll Watch Co., Inc., will share in the responsiveness of our more than two and one-half million readers. This year, as in the past, Ingersoll advertisements will appear on COLUMBIA back covers in color.

Like many other national advertisers, the Ingersoll Watch Co., Inc., recognizes in COLUMBIA an opportunity to reach a vast number of potential buyers with marked economy and effectiveness.

The Knights of Columbus

Publish, Print and Circulate COLUMBIA from their own printing plant at New Haven, Connecticut

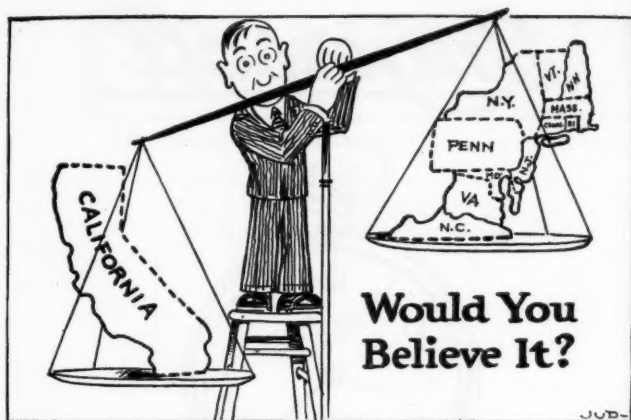
Net Paid Circulation 757,443, A. B. C. Audit

Eastern Office:

D. J. GILLESPIE, Adv. Director
25 West 43rd Street, New York City

Western Office:

J. F. JENKINS, Western Manager
124 South LaSalle Street, Chicago, Ill.



THE state of California covers as many square miles as **TWELVE OF THE EASTERN STATES.** It is not surprising, therefore that this great field—particularly the Southern California field, cannot be covered with metropolitan daily papers alone.

The vast Southern California territory is a great and growing market. It will produce a profitable harvest for advertisers if properly cultivated with the aid of the "Golden Circle" list of dailies.

Plan to use the "Golden Circle" list for your next advertising campaign, and write today for rates and detailed information.

DAILIES DIVISION

Southern California Editorial Association

515 American Bank Bldg., Los Angeles, California

These papers are members of the "Golden Circle" list:

Anaheim Bulletin
Brawley News
Burbank Review
Calxico Chronicle
Colton Courier
Corona Independent
Fullerton News-Tribune
Glendale Evening News
Hollywood Citizen

Huntington Park Signal
Inglewood News
Monrovia News
Ontario Report
Orange News
Oxnard Courier
Redlands Facts
Riverside Enterprise
Riverside Press

San Bernardino Sun-Telegram
San Pedro Pilot
Santa Ana Register
Santa Barbara Press
Santa Maria Times
Santa Paula Chronicle
Ventura Post
Whittier News
Yuma (Ariz.) Sun

Radio Listeners Still Protest against Broadcast Advertising

Group Organizations as Well as Individuals Are Now Complaining

*Washington Bureau
of PRINTERS' INK*

THE recent court decision in the case of the United States against the Zenith Radio Corporation, of Chicago, has been effective in calling attention to the immediate need of legislation to control broadcasting. It is also responsible for the creation of many erroneous opinions regarding broadcast advertising. In some quarters, the word has gone out that the bars are down, that there is no legal control whatever over broadcast advertising, and there is much danger in the spread of this misinformation.

In the Zenith case, the Department of Commerce brought a criminal charge, and there is no appeal from the court's decision for the defendant. However, this is an opinion of only one trial court of an Illinois District, and it is opposed to a decision in a similar case of the Court of Appeals of the District of Columbia. While the legal right of the Department of Commerce to regulate broadcasting is subject to question, there is not the slightest doubt that radio listeners have firmly decided against any attempt to use the air for direct advertising purposes.

About one year ago, PRINTERS' INK published an article containing excerpts from a fair sample of the many thousands of letters of protest against broadcast advertising received by the Radio Division of the Department of Commerce. Since then, the flood of protests has continued. Individuals have written fewer letters but there are indications that the falling off in number is due to the fact that organizations rather than individuals are taking up the fight.

The Radio Division of the Department of Commerce never has been able to prevent broadcast advertising. The letters it has received strongly indicate, however,

that it may some day have to take a hand in the matter.

Sometime ago, the entire matter was summed up by a prominent advertising agency official. His protest was really an analysis of the entire situation at the time of his writing. After detailing his experiences both as an advertiser and a radio fan, he said:

"As an advertising man I can immediately see the immediate possibilities of radio advertising. As a family man and radio enthusiast, I can also see the grave danger to radio if advertising were ever permitted to touch radio even remotely."

Addressing Secretary Hoover personally, he agrees with him fully that the public never will tolerate direct broadcast advertising, pictures the demoralizing condition which would follow its development, and continues:

"I believe, therefore, that those who cast longing glances at the radio receiver and dream of its possibilities for the advertising of their products are not only misguided in their judgment but may be guilty of an attempt to ruin one of the most beneficial forces of our times."

NEW FACTORS OF OPPOSITION

The other day, in looking over some of the many letters that have been received by the Radio Division during the last year, it was apparent that several new factors of opposition have developed. From a number of letters, it was evident that the manufacturer whose goods are advertised by broadcasting runs the risk of antagonizing many of his dealer customers, provided the advertiser is a distributor. A number of the letters were from retailers who protested against unfair competition furnished by the radio.

One of the letters that is typical of this class protested vigorously against a certain distributor who

not only broadcasts his prices on his regular stock, but also on merchandise entirely foreign to his regular line. The writer mentions several of these lines, and claims that the advertiser is misrepresenting the cost and quality of the merchandise advertised.

"For instance," this letter states, "he has been selling a wave-trap for one dollar which he claims is the cost to him, and we know that these can be bought from the manufacturer in quantities at thirty cents. We understand that a number of States have a law prohibiting advertising of this kind. Would these laws apply to a broadcasting station? If this thing is allowed to go on, it will simply mean that every town in —, as well as other States affected, will have to install broadcasting stations in order to compete, and eventually there would be nothing on the air but advertising matter."

A business man, prominent in his section of the country, has written that he dislikes very much to place himself in the category of the people called "knockers," but states that he cannot refrain from calling attention to a certain radio station which is making a "monumental nuisance" of itself. This man has taken the trouble to furnish the Radio Division with a list of the houses and products advertised by this station, and with a great deal of adverse criticism of the advertisers. He then continues:

"Other stations in this city are spending large amounts of money to give the people high-class programs that are real musical treats; but the people of the — district get about as much out of them as if they were broadcast in Japan or some other foreign country, it being next to impossible to tune this nuisance station out."

It is apparent from this letter that the writer's antagonism was not limited to the broadcasting station, and that he resented the fact that certain manufacturers and others were providing the means for the broadcaster's effort.

Quite naturally, as his protest strongly indicates, he was in no frame of mind to purchase the products advertised, and from the many letters of a similar kind received there is no doubt that the advertising created a similar impression in several thousand minds.

Addressing Secretary Hoover personally, an official of a large manufacturing company wrote as follows:

"In this territory there is a condition existing that, I presume, is being brought to your attention all over the country. There are so many broadcasting stations using their stations for advertising purposes that a radio is almost certain to become a pest rather than a comfort or pleasure. . . . I put in quite a time every night trying to get off of the stations that are broadcasting cheap advertising programs."

A TYPICAL COMPLAINT

Another letter of the kind written on the stationery of a large manufacturing company and signed by an official, gives the names of three companies which are broadcasting advertisements of their wares. This letter condemns not only the broadcasting station but the goods advertised as well, and concludes:

"We wish to enter a formal protest against what we term such misuse of the atmosphere, and we are in hopes that you will use your influence to see that this practice is stopped, for assuredly, unless stopped, it will grow until broadcasting becomes a nuisance instead of a source of enjoyment and information."

What would happen, one is compelled to wonder, if an advertiser received such replies as these from his advertisements in any publication? And these are not isolated examples but samples of literally thousands of letters, all vigorously protesting against the various and subtle forms of broadcast advertising, and are representative of the highest class of buying power in America.

Another phase is illustrated by

Quality multiplied by quantity = Judge

Ten or fifteen *readers* to each copy sold! That has been the answer found in every test conducted by Judge.

To check up this extraordinary showing, we asked 4,525 subscribers how many people read their copies of Judge. *Their* answers averaged 19.7 readers a copy.

Again, we asked 5,042 *contributors*, people who sent in quips and sketches, how they happened to meet Judge. Nine out of ten of *them* answered they borrowed it.

The net sale exceeds 200,000. If Judge really averages only ten readers a copy, more than two million people will, nevertheless, see your advertisement.

This is one of the reasons why you see so many new advertisers in Judge.

Line	\$ 2	Page	\$ 750
Column	250	Inside Covers	1,000
Double Column	500	Back Cover	1,500

Judge

Management of

E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago

letters from a number of publishers. This is remarkable when the fact is considered that many broadcasters have admitted that advance newspaper reports of their programs are necessary. The newspapers have generously supported the industry and now we find publishers appealing to the Department of Commerce for relief from unfair broadcast competition.

One letter in this class which is typical declares that a certain station is unfair to every newspaper. It relates the conditions, which cannot be cited because they might lead to identification, and then makes this statement:

"I do not know that this will ever take a dollar's worth of work from us; but the principle is so unfair that we cannot help but object to it. It is bound to work someone an injury, and I am under the impression that the Government never intended a thing of this kind to occur when it issued licenses for broadcasting. If it did, where will it end? Not a line of business will be safe against the inroads of those who have the capital to erect a station to promote their own individual interests."

Definite and organized opposition to broadcast advertising is plainly shown by numerous letters in the files of the Division. One class is from small organizations, undoubtedly loosely grouped for the purpose of protesting; another class is from established commercial organizations such as chambers of commerce.

Typical of the first class was one addressed to a United States Senator with an urgent request to place it before the proper officials. It was signed by a group of retail merchants. This letter reads in part:

"They use their radio broadcasting for direct advertising and direct sales talks." The letter then describes the business of the advertiser and points out very emphatically just how and why the broadcasting gives the advertiser an unfair advantage. It then continues: "We, as retailers, think

this is unjust competition, which we have no way to combat. Therefore, if this broadcasting station is violating broadcasting rules or laws, we would like to see such violations stopped."

Needless to say, these letters from retailers do not express any good-will or favorable interest in the products advertised.

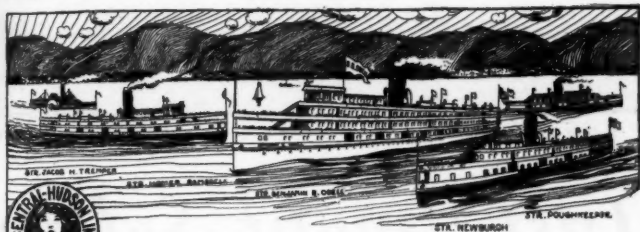
LEGAL COMPLICATIONS

Legal complications for the advertiser are suggested in a letter from an important commercial organization in a large Eastern city. At some length, this letter condemns radio broadcast advertising under the guise of style talks. Evidently, this is one of the methods claimed to be indirect advertising, but the letter vigorously protests against a selling campaign by radio of a large store from another State.

"We have a State law," the letter continues, "requiring selling licenses from transient vendors who come into this State with an idea of taking orders for merchandise to be delivered at a later date. The law is intended to do away with the sale of merchandise by those who have no usual place of business in this State and who do not pay taxes in the State."

From the tone and other contents of this letter, it is evident that the commercial organization involved is making an investigation of the legal status and rights of the broadcast advertiser who attempts, by selling talk in the guise of indirect advertising, to compete with merchants beyond his home area. It is problematical, of course, that relief can be found; but the condition indicated plainly shows the deteriorating and demoralizing effect of broadcast advertising.

That the broadcasting of questionable advertising is having a depressing effect on the industry, as well as on all advertising, is indicated by several of the letters. Another large commercial organization has written a complaint regarding the sale of insecticides, germicides and other products of the kind by an advertiser who is



The Finest Steamboats in the World

Bring the Nation to

THE MID-HUDSON REGION

A 300,000 Community

A section, that boasts of such splendid water transportation facilities, has a twofold claim upon every national advertiser's serious attention.

First, as an economical and convenient means of routing his goods to dealers and consumers in the metropolitan area.

Second, as an additional sales outlet of unusual value for his wares. A natural market—fresh, vigorous, far from the saturation point, and populated by progressive, prosperous people. Prosper by using

CITIES **PAPERS**
POUGHKEEPSIE **STAR**
NEWBURGH **NEWS**
KINGSTON **FREEMAN**

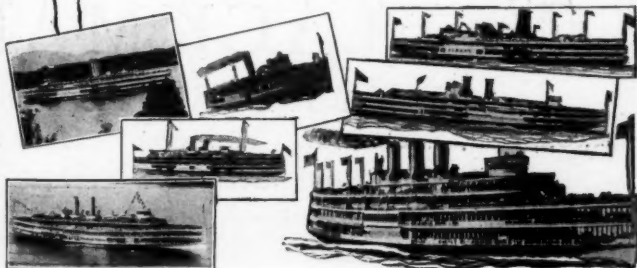
Buy Them as a Unit. Sell Every Individual.

Complete data regarding the Mid-Hudson either as a try-out zone or link in the national chain of important selling centers, gladly supplied on request. Write

INGRAHAM-POWERS, Inc.

Chicago
19 So. La Salle Street

New York
350 Madison Avenue



Fleet of the Hudson River Day Line

Instalment Selling

. . . blessing or menace?

IS instalment selling a blessing or a menace? What lines of merchandise are now sold on this basis? How can a product's suitability for instalment selling be gauged?

How is instalment selling financed? Are credit losses in instalment selling heavy or light?

We have prepared a special memorandum on this aspect of modern merchandising, which aims to present, in condensed form, some of the information essential to an intelligent con-

sideration of instalment selling.

There are presented some 65 terse statements for and against the practice. They are given here away from the more or less partisan setting in which they ordinarily appear.

To any advertiser who is interested in the startling growth of instalment selling, both as an offensive and defensive measure, we will send this memorandum without charge or obligation. A letter, or the coupon below, will bring it to you.

The **BLACKMAN**
ADVERTISING

MAGAZINE, NEWSPAPER, OUTDOOR, STREET CAR
120 West 42nd Street, New York

ADVERTISERS

with whom we work:

Vacuum Oil Company

*Gargoyle Mobiloil
Gargoyle Lubricating Oils for
Plant Machinery
Gargoyle Marine Oils*

Walter M. Lowney Co.

Lowney's Chocolates

Lehigh Portland Cement Co.

Procter & Gamble

*Crisco, Ivory Soap,
Ivory Soap Flakes, Chipso
P & G—The White Naphtha
Soap*

The Packer Mfg. Co., Inc.

*Packer's Tar Soap
Packer's Liquid Shampoo
Packer's Charm*

Waitt & Bond, Inc.

Blackstone Cigars

Seaboard National Bank

Towle Manufacturing Company

Sterling Silverware

Sherwin-Williams Co.

*Sherwin-Williams Paints, Var-
nishes, Stains, Lacquers, Enamels,
Insecticides*

The National City Co.

Investment Securities

The Stanley Works

Tools—Hardware

*Selling Thru The
Instalment Plan*

THE BLACKMAN COMPANY
120 WEST 42ND ST., N.Y.
NEW YORK, N.Y.

Company

The BLACKMAN Company, 120 West 42nd St., N.Y.

Please send me your memorandum,

"Instalment Selling"

Name

Title

Company

Address

Product Made

using the radio. "It would seem," this letter reads, "from the publicity given out by the State agricultural department that there was possibly some humbug in the virtues which he claims for some of his products which he is selling."

"That we may be properly informed as to the national viewpoint on the question of using radio broadcasting as a merchandising medium, we are asking your advice in the matter."

On the other side of the question, the Radio Division has received a few letters commending the direct advertising efforts of one broadcasting station. But it is very evident from the phrasing of these letters that they are the direct result of a special appeal of the broadcaster. Five or six of them, all that were examined, contain the same or similar phrases. They are worded very much alike, and show quite plainly that they were inspired by a definite request for friendly support. If there was any voluntary evidence, favorable to broadcast advertising in the files, it could not be found. The vast preponderance of evidence on file at the radio division of the Department of Commerce is unmistakably against broadcast advertising. An hour spent in perusing these letters would be a liberal education for any advertiser who is contemplating a radio campaign, since they point out clearly and frankly the reaction of the public to all kinds of broadcast advertising.

American Chiclé Profits Increase

The American Chiclé Company, Long Island City, N. Y., maker of Adams chewing gum, Chiclets, etc., reports a net profit, after charges, of \$293,900 for the quarter ended March 31, 1926. This compares with \$256,367 for the corresponding part of 1925.

Macfadden Publications Appoints Sackheim & Scherman

Macfadden Publications, Inc., New York, has appointed Sackheim & Scherman, Inc., advertising agency of that city, to direct a magazine campaign on the "Encyclopedia of Physical Culture."

Salesmen's Bonus Is Poor Merchandising for Jobber

LIFE SAVERS, INC.

PORT CHESTER, N. Y., APRIL 21, 1926.
Editor of PRINTERS' INK:

Replying to your article entitled "Is the Bonus for Jobbers' Salesmen Poor Merchandising?" which appeared in PRINTERS' INK of April 1, 1926, it seems to me that the answer depends entirely upon the point of view.

If we consider good merchandising anything that secures results, then from the manufacturers' point of view it might be considered good merchandising, for there is I think no doubt about it that a bonus to jobbers' salesmen does produce increased activity on a particular item on the part of the jobbers' salesmen, which automatically results in increased sales.

From the point of view of the jobber, however, the bonus proposition, it strikes me, is the poorest possible kind of merchandising. If the bonus is offered by a manufacturer whose product shows the jobber a comparatively small margin of profit, his men quite naturally will sell that product at the expense of other products handled by the jobber which may show him a considerably larger margin of profit. They will probably continue to do this as long as the bonus is on regardless of any instructions which the jobber may issue to the contrary.

The only objection I can see to the bonus proposition from the manufacturers' angle is the possibility of having the jobber feel that something has been put over on him, which may ultimately cause him to become indifferent, if not antagonistic to the manufacturer's product.

LIFE SAVERS, INC.,
S. E. JUDD,
General Sales Manager.

To Publish a Cuban Directory

The Schneer Publishing Company, Havana, Cuba, will publish a commercial directory known as the "Directory of Cuba." The 1927 edition will be ready in September. Trostler Brothers, New York, have been appointed American representatives.

General Motors Net Earnings Double

The net earnings of the General Motors Corporation, Detroit, amounting to \$40,644,576 in the first quarter of the current year, were more than double those for the same period last year, when \$18,903,489 was reported.

L. L. Rood with "Oklahoma News"

L. L. Rood has been appointed business manager of the Oklahoma City *Oklahoma News*. He had been with the Scripps-Howard organization at Cleveland.

May 6, 1926

PRINTERS' INK

**MANY CHANGES IN
50 YEARS
—BUT NOT TOO MANY**

From a craft to a Business—Shops to Organizations—not merely a change in size but a change in attitude. Thus has printing advanced in the past half-century.

But here we still maintain the feeling of the good old-fashioned Print Shop by the faithfulness of many of the same old craftsmen for 50 years.

And yet throughout an age of constant changes in equipment, the Isaac Goldmann Company has more than kept pace—it has kept ahead.



**ISAAC GOLDMANN
COMPANY**
80 Lafayette St. New York

Printers Since 1876



“Feel” these OFFSET

*W*HY not picture your product so life-like that your customers get the exact impressions you strive to convey?

Why not present it in such a manner that they *see* its beautiful finish, its superiority of manufacture, just as though it were actually placed before them?

Call in an OFFSET Salesman

Let him show you why OFFSET is incomparable for fidelity of reproduction. Let him see your next piece before you decide how it will be produced.

Published in the interests of
More Effective Advertising
by The Harris Automatic
Press Company, Cleveland,
Ohio, manufacturers of

HARRIS
offset  presses

Produced on a HARRIS Offset Press

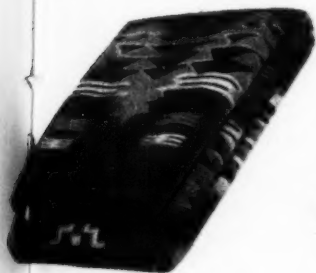
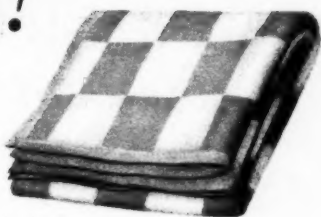


SET Blankets!

Ask your lithographer
for the booklet

"OFFSET

—is Something Different in Advertising"



Art subjects courtesy Eastern Aluminum Company

The Most Alert Among The Alert

OF the 27,000,000 families in this country, how many are worth cultivating?

There are 16,000,000 names of automobile owners . . . Too high a proportion of the total to be selective.

There are 7,000,000 names on last year's income tax lists. The new tax bill will strike off 2,300,000, leaving only 4,700,000 . . . Too small a proportion.

Both income and automobile statistics are curiously misleading. For example, they distort the relative values of agricultural sections.

There is an intermediate index of market value, which has proved itself for our purpose. It is the home telephone.

The roster of 8,500,000 residence telephones more correctly than any other market measure represents the distribution of buying power and activity as between states, cities and towns.

A telephone signifies that a home can afford more than the bare necessities. But it has a deeper meaning than money. For the telephone is found only in homes which have lifted themselves above the dead level, which have widening interests and contacts with the world outside, homes which are *alert*.

For eleven years The Digest has been sending its circulars to the telephone subscribers. By this method it has increased its circulation to more than 1,400,000. This is a further refinement of the market—a sifting of millions of alert people, at every income level, to find the million who are *most alert*—the active, intelligent ruling minds of America.

Get Digest readers to buy your product—get them to buy it first and keep them buying it—and you'll sell not only to them but to the far greater number who follow where they lead.

The Literary Digest

ADVERTISING OFFICES: NEW YORK, DETROIT, CLEVELAND, CHICAGO

Advertising Campaign Proposed to Enforce Prohibition

C. A. Birch-Field Uses Page Space in New York Newspaper Inviting Contributions to Finance National Campaign

ON Saturday, April 24, a page advertisement appeared in a New York newspaper entitled "An Open Letter to the Prohibitionists of America." It was signed "C. A. Birch-Field, President, Birch-Field & Company, Inc., Intelligent Advertising, 110 W. 40th St., New York." The advertisement is, in effect, a proposition to prohibitionists, and everybody in sympathy with the intent and purpose of the Eighteenth Amendment, to promote the enforcement of prohibition by means of advertising. C. A. Birch-Field, who signs the advertisement, proposes in it the plan of raising a fund through voluntary contributions by means of which an advertising campaign can be conducted of sufficient scope and effectiveness to sell prohibition to the people of the United States.

According to the advertisement, C. A. Birch-Field, the signer, has no other interest in the campaign but a desire to serve the public and to handle the campaign, for the copy contains this paragraph: "Every dollar contributed will be used for the purchase of advertising space—the necessary typography, matrices and legitimate expenses for handling. No salaries—no graft—no bribery bills—no pussyfooting—just honest, straightforward selling advertising." And directly over his facsimile signature, the advertisement concludes with the following statement:

I am an intensely practical man, with no desire to attempt to drive a railroad spike with a tack hammer, and do not intend to tackle what is probably the most important problem America faces today, until sufficient moral and financial support is forthcoming.

When you have shown by your pledges that you are earnestly interested in this educational program, I will notify you of the depository institution where you can send your contribution. Individuals may use the coupon—groups may send in lists of contributors.

This campaign is an activity of Birch-Field & Company, Inc.—prompted by

an earnest desire to serve the public
Yours for the welfare of America,
C. A. BIRCH-FIELD.

The point that makes this advertisement interesting to readers of PRINTERS' INK is that it proposes to do what has been previously suggested in these columns, namely, to advertise prohibition.

The text of the advertisement is a convincing argument on the power of advertising as an educational force. This is what it says (following the caption, "An Open Letter to the Prohibitionists of America"):

"In spite of the years of earnest endeavor, seemingly culminating in success in the passage of the Prohibition Amendment, you and your idealistic movement are further from a real success than at any time in your history.

"You cannot and you will not recognize this incontrovertible fact—and for the very reason are responsible for the futility of your efforts.

"You are hugging your idea so closely that it is impossible for you to secure a true perspective. With all due honor to your unquestionably high motives—with all due respect to the vital truth underlying your contention that alcohol is baneful to both the physical body of the individual and the social body, the writer makes bold to state the present unbearable situation is due absolutely and unqualifiedly to your utter lack of common sense, practical knowledge of human nature.

"This statement is based upon the experience of a lifetime of molding public opinion in that most exacting of professions—advertising, which, based upon actual accomplishments, is unquestionably the most powerful force in human relations today.

"I know that through advertising, the people of America have been educated in the use of the

tooth-brush—the bathtub—exercise—healthful outdoor sports—and I also know that had any one of these activities been made the subject of compulsory legislation there would have been just as strenuous opposition as there is today against the compulsion of Prohibition. And yet with but a fraction of the moneys expended thus far in the attempt to enforce Prohibition, advertising has shown the way, has educated the intelligent American public in practices which mean much for health and happiness—practices welcomed, not hated.

"This fact I know you do not appreciate, else long since you had called upon the Power of Educational Advertising to sell your idea to America—instead of relying upon compulsion—ever repugnant to the freeborn American.

"You have been selling Prohibition to yourselves—to your audiences composed of those already sold to the idea—and you have tried to force your views on that vast body of American citizens who have never been sold—who have never heard your arguments and who never will listen to them, unless they are couched in terms they understand—and presented in places they frequent.

"They refuse to be preached at. They hate any holier-than-thou personality—they will, now and always, reject compulsion—and yet they are intelligent—they can be shown. They can be sold.

"And, with all due modesty—I can show them and will sell them through advertising. I know their language—and I can get more action from one word picture of an alcoholic hobnailed liver in the public prints—than can be produced by a thousand discussions of hobnailed souls among well-meaning members of the Prohibition group.

"If that sounds like egotism—I will add that so can any one of just five other advertising men in America; and I have arranged for their co-operation in the preparation of this campaign.

"And, because you have failed to accomplish through force, an

end that is indeed simple through education, I hereby offer to you the power of Advertising.

"Turn over to my organization a mere fraction of the ten millions of dollars that will be spent next year in a futile continuation of the attempt to enforce Prohibition and I will show you results that will make your present efforts look like the feeble, wabbling steps of an infant—compared to the marathon runner's strides.

"You can gain nothing but an ever-deepening animosity by your present method of insisting upon an acceptance of your ideas—of calling names; of throwing biased and theoretical statistics and conclusions at the so-called wets.

"If you really want the use of alcohol minimized, say it with advertising.

"If every one of the ardent supporters of Prohibition will send in his or her mite, we will have a fund that will enable us to launch the greatest advertising campaign in history—will enable advertising to display its marvelous power as never before—even though its record in selling Liberty Bonds has never been approached by any other agency.

"But—more important—given the support you of the Prohibition army should give, you will see your ideal as reality.

"Just as advertising put Wilson—Johnny Walker—Haig & Haig in the mouths of millions of American citizens, it can, through a simple repetition of *facts*, destroy the desire to dally with the deadly stuff they call 'liquor' today.

"There is just one factor that can possibly defeat the abolition of alcoholies and that is the refusal of the Prohibitionists to accept the Power of Advertising—an insistence on following the present policy that is daily weakening your position.

"You do not realize it, but there is today an ever-increasing army of 'non-combatants,' neither wets nor dries, who are as heartily sick of the conduct of *both* sides as they would be of a backyard quarrel, where the billingsgate hurled

back and forth across the fence keeps the entire neighborhood in an uproar.

"They want peace and they want it now. Do you want their support? You will get it if you will support the rational, common-sense program I am offering to you now. It is absolutely and unqualifiedly up to you.

"As to the manner of the development of this campaign—as to whether or not the writer and his organization know how to apply the power of advertising, you are respectfully referred to any newspaper or magazine in the United States, all of whom officially recognize this agency—as a competent, responsible organization.

"Every dollar contributed will be used for the purchase of advertising space—the necessary typography, matrices and legitimate expenses for handling. No salaries—no graft—no bribery bills—no pussyfooting—just honest, straightforward selling advertising.

"The continuation—the size—the power of this campaign rests entirely with you—and all good folk of these United States can automatically measure the real strength—the real honest desire for the consummation of the Prohibition idea by the growth of this campaign.

"When this slogan is burned into the minds of the rising generation, you need worry little about their future."

The slogan is "Alcohol is Death," with a cut of a skull and cross-bones.

The lower portion of the advertisement consists of a number of short letters, each one addressed to individuals like Dr. S. Parkes Cadman, J. D. Rockefeller, Jr., Gifford Pinchot, Mrs. Ella Boole, Henry Ford, under captions such as "An Open Letter to Dr. S. Parkes Cadman," in which the person addressed is invited to contribute to the advertising campaign.

A coupon occupies the lower right-hand corner of the copy and is addressed to the "Birch-Field Fund for Prohibition Campaign." It reads:

"I hereby pledge the sum of \$—— toward the fund to sell the Prohibition Idea through advertising.

"I will pay this money to the depository you name—when notified that a sufficient amount has been pledged to make the campaign advisable."

PRINTERS' INK is informed by Mr. Birch-Field that no additional advertisements have so far been planned.

April Mail-Order Sales Gain

The month of April added to the growth of mail-order sales which have been steadily increasing for many months. Sears, Roebuck & Company report sales of \$22,997,833 for the month of April, a gain of \$1,250,721, or 5.8 per cent over the same month last year. For the four months of 1926, sales aggregated \$89,007,701, against \$84,678,376 for the same period in 1925. This is an increase of \$4,329,325, or 5.1 per cent.

Montgomery Ward & Company report sales of \$15,842,712 last month, compared with \$14,528,116 in April, 1925. This is a gain of \$1,314,596, or 9 per cent. Total sales of the first four months of this year were \$64,220,299, compared with \$55,935,281 for that part of 1925, a gain of 14.8 per cent.

Philadelphia Bank Publishes Historical Book

A book, entitled "Byways and Boulevards In and About Historic Philadelphia," has been published and is being advertised for sale by the Corn Exchange Bank of Philadelphia. It is an illustrated guide to the historical spots around Philadelphia. One newspaper advertisement for the book is illustrated by a drawing of Franklin Court where Benjamin Franklin died.

V. Vivaudou Profits Show Large Gain

For the year ended December 31, 1925, V. Vivaudou, Inc., New York, toilet requisites, reports net profits of \$446,966, after charges. This compares with a net loss of \$442,262 in 1924. Profit for the first quarter of the current year was \$469,876, after depreciation but before taxes.

Radio Receiver Account for Grant & Wadsworth

The advertising account of J. B. Ferguson, Inc., New York, has been placed with Grant & Wadsworth, Inc., New York advertising agency. The Ferguson company manufactures radio receivers. Newspapers and radio publications are being used.

Co-operative Marketing Textbook Being Compiled

*Washington Bureau
of PRINTERS' INK*

WITH approximately one-third of the farmers of the United States supporting the co-operative marketing organizations, with the Government solidly behind the movement, and with the principles involved clearly demonstrated, the success of the movement is assured. The effort now, on the part of all those most interested, is to direct the co-operative movement intelligently and aggressively. An important factor in this direction will be a textbook on co-operative marketing which is being prepared for publication next fall. The indications are that it will be used in practically all of the public schools of the country.

The education of the business man and the public is just as essential to the success of the movement as the training of the farmer, was a statement recently made by Chris L. Christensen, of the United States Department of Agriculture. He said further that the education of boys and girls, whether they were city or country bred, was considered essential to a general understanding of the principles involved, and continued:

"While co-operative marketing is a new institution, compared with many other social and industrial enterprises, its principles are both sound and essential. In talking to many business men, I find that, in many instances, they have an erroneous concept of the co-operative movement. They hear of failures among associations, and they are led to believe that the movement is tentative and somewhat experimental.

"Our figures show that failures among co-operative associations are not any greater and perhaps not as frequent as with private enterprises. Numerous associations have been conspicuously successful.

"In the spring of 1925, the National Educational Association

voted unanimously to establish a standing committee for the purpose of setting forth such facts concerning co-operative associations as should be taught to the boys and girls of America in all of the public schools. This action resulted in the organization of a special committee to prepare a text book on the subject. The work has progressed steadily and the text is now about completed."

A list of the committee mentioned by Mr. Christensen shows that ex-Governor Lowden, of Illinois, is chairman, and that the membership includes Mr. Christensen as well as about twelve others, among whom are several of the outstanding authorities in the country.

Great pains have been taken to make the book interesting as well as highly informative. Undoubtedly, it will have a large circulation among business men, advertisers and manufacturers for it promises a most authoritative treatise on the subject of co-operative marketing.

New Accounts for Milwaukee Agency

The Beckwith Machinery Company, Pittsburgh, Pa., has appointed The Koch Company, Milwaukee advertising agency, to direct its advertising account. The Outdoors Club, Laona, Wis., and the Dells Area Development Association, Chicago, have also placed their accounts with The Koch Company.

William Wrigley, Jr., Profits Increase

The William Wrigley, Jr., Company, Chicago, chewing gums, reports a net profit, after charges of \$2,406,091 for the first quarter of 1926. In the same period last year a net profit of \$1,587,929 was reported.

Appointed by "The Woman Citizen"

Mrs. M. Regina Jones, formerly with the Philadelphia *North American*, has been made advertising manager of *The Woman Citizen*, New York.

New Jersey Zinc Income Gains

The New Jersey Zinc Company, New York, reports net income of \$1,683,896, after charges, for the quarter ended March 31, 1926. In that period last year \$1,638,326 was reported.

In Canada its newspapers for—

Canadian wheat is cheaper in China than rice is.

Canadian automobiles, tires and shoes enjoy a large share of British demand.

Canada sells agricultural implements in U. S., South America, Europe, etc.

Canada is selling the world.

Are you selling Canada?

THE DAILY NEWSPAPERS OF CANADA have scores of successful advertising and selling campaigns to their credit.

Write these papers—ask your agency

The Maritime Market

	Population	Newspaper
Halifax	75,000	Herald & Mail
Halifax	75,000	Chronicle & Echo

Quebec Market

	Population	Newspaper
Quebec	117,500	Le Soleil (French)
Quebec	117,500	Chronicle
Montreal	830,000	Gazette
Sherbrooke	23,515	La Tribune (French)

Pacific Market

	Population	Newspaper
Victoria	60,000	Colonist

Ontario Market

	Population	Newspaper
London	70,000	Free Press
London	70,000	Advertiser
Hamilton	114,151	Spectator
Peterboro	25,000	Examiner
Kitchener	29,600	Record
Kingston	25,000	Whig

Prairie Market

	Population	Newspaper
Winnipeg	280,000	Free Press
Winnipeg	280,000	Tribune
Edmonton	70,000	Journal
Calgary	75,000	Herald
Regina	35,000	Leader & Post
Saskatoon	31,364	Phoenix & Star
Moose Jaw	20,000	Times & Herald

National or Sectional Coverage

Small Copy does it pay?

CAN small copy be made to pay today?
You often hear this asked.


One of our clients whose product is on sale in practically every drug and department store in the United States—and who has never employed a salesman—has rarely run copy measuring over 60 lines.

The product sells for just twice as much as competitive articles.

And while only two years old, this item stands third in its field, in sales. At the present rate of increase it will climb up a notch before this year is ended.

And unlike most ventures, this concern has shown a continuous profit since its third month in business.

Yes, small copy does pay. If your story can be told in small space—and you use



enough of it—it may be much more productive per dollar spent than large copy.

On the other hand, there are many products on which small space is wasted.

We have clients who can make full pages in color pay a profit—who can't get their advertising cost out of small copy. It all depends on the product.

This is a problem on which we have a wealth of information, having spent over thirty million dollars on keyed copy from which every dollar in sales is traceable.

Perhaps you are using small copy when you should be using large—perhaps 60 lines in more places would make twice as many sales as pages in fewer publications. We would like to discuss this subject with you. No obligation—merely drop us a line.

Ruthrauff & Ryan inc. Advertising

New York: 136 West 31st Street

Chicago: 225 No. Michigan Ave.

St. Louis: 812 Olive Street

Sales Managers know it is really hard to find an agency that understands the tough job a Sales Manager is up against.



**Arnold
Joerns
Company**
— *Advertising* —

Advertising Is Not an End

It Is a Means to an End—and the Difference Is of Great Significance

By Earnest Elmo Calkins

THE interest of the consumer and the interest of the manufacturer are identical. It is to the best interest of the manufacturer to have his goods sold in the retail stores of every town in the country, and it is to the best interest of the consumer to be able to buy those goods in any town in which he happens to be or live. The only way the manufacturer can obtain that distribution is by being able to assure the local dealer who buys the goods that he will be able to sell them. And the only way to give that assurance is by advertising to that portion of the public which constitutes the customers of that particular dealer's store.

If it is good for us, the public, to have goods made for us, it is good to have them sold to us. And if the printed word is added to extend the word of mouth, that is merely a change of degree rather than kind. I am not here interested in advertising from the point of view of the advertiser, or of the man who makes his living by preparing advertising. Both have their problems, and those problems are a part of my job. But here I am trying to look at it as one of the public, using my technical knowledge to correct the errors into which writers outside of the profession, and some inside, fall when they try to reckon the good or ill that advertising does to all of us.

The fact that there may be too much advertising is incidental, just as the fact that there may be too many motor cars. If there is over-production in any line, the economic laws will take care of that. The manufacturer who makes more goods than he can sell will go broke. But over-production of anything is not proof that production is economically wrong. Nor is the way that some advertisers

use advertising any argument against it. I shrink from many of its phases. But the fact that some advertisers show bad taste, selfishness, stupidity, even the fact that these things apparently profit them, is also a detail. There is even more on the other side—unselfishness, altruism, and farsightedness. By such a criterion one could condemn literature, or art, or government. The question before the house is simply this: Is advertising a benefit to the public as a whole? Is it necessary, to retain the desirable phases of our present system of living? Does it impose an unnecessary burden of cost on the ultimate consumers of goods, becoming thereby an economic waste? Or does it, in short, add to the sum of human happiness?

SOAP HISTORY

When I was a boy—about fifty years ago, more or less—mother used to buy a bar of Castile soap half a yard long and four inches square and saw it up (she kept an old saw for the purpose) into cakes an inch thick. The cake was as hard as Stonehenge, and the corners sharper than a serpent's tooth. It took weeks of use to wear it down so that it comfortably fitted the hand.

To-day we have a cake of toilet soap—a great many of them, in fact—just the right shape to fit the hand, just as pure as Castile, scented if we like, tinted to match the bathroom decorations if we prefer, reasonable in price; and when we want another cake we go to the nearest grocery or drug store, and there it is.

And not only toilet soap. We have seen the evolution of shaving creams, safety razors, and tooth pastes, as well as soap powders, laundry chips, washing-machines, vegetable shortenings, self-rising flours, electric sad-irons, vacuum cleaners, hot-water taps, aluminum

cooking utensils, refrigerators, and kitchen cabinets—everything, in short, that constitutes the difference between our mothers' kitchens and our wives.' The amount of sheer drudgery that has been taken out of housekeeping in fifty years can be realized only by comparison, by drawing the illuminating parallel.

An iron, soft coal cook-stove; a reservoir at the back the only source of hot-water supply; the green-painted iron pump in the wooden corner-sink for cold; drinking-water from the pump outside; saleratus instead of baking-powder; hog lard instead of vegetable shortening; butter and milk hung down the well by a string to keep it cool; heavy iron pots and skillets to be lifted, to say nothing of the coad hod; dishes washed by hand; no device to alleviate the frightful labor—no rubber scrapers, scouring-mops, metal-ring dishrags, wire brushes, drying-racks, or cleansing-powders; baked beans an eighteen-hour job; oatmeal an overnight operation; sugar, salt, dried fruit, pickles, crackers, rice, coffee, pepper, spices, lard, bought in bulk, scooped out of open boxes or barrels or tierces exposed until sold, and dumped on a sheet of paper laid on the scales; molasses and vinegar drawn from the wood, and between whiles the gallon measure standing around, proving the adage that molasses attracts more flies than vinegar. Food was unclean, there was no sponsor for its quality, and it came to the kitchen almost in a state of nature. The house-mother became a miniature manufacturing plant before the food was ready for the family to eat. And the preparation of meals was but a small portion of the housewife's burden. There was cleaning—with no other implements but a rag, a broom, and a turkey wing. Clothes were washed with a rub-rub-rub that wore the zinc from the washboard.

Put such a kitchen beside the one pictured in most advertisements selling kitchen equipment, or those complete ones shown in the housekeeping departments of the women's magazines; "How to furnish the ideal kitchen." Or, better still,

take a modern housewife—not the delicatessen type, but a real housekeeper, who keeps her house and takes pride in it (there are such even today)—and put her in an old-fashioned kitchen like that described above. She could not do in a week what my mother did every day of her toil-bound life. To keep house with what was available half a century ago was an art handed down from generation to generation, which happily has been lost, except among the newly arrived foreign-born.

You say I am contrasting a poor woman's kitchen of fifty years ago with that of a woman of means to-day. Not at all. What my mother contended with was what they all had. If she could have afforded it, she would have hired another woman to struggle with it. It was not a matter of wealth at all. It was a question of facilities available. That was all they had—raw materials, a few crude tools, and "elbow grease."

ADVERTISING GETS THE CREDIT

The amelioration that has come about in fifty years is due directly and indirectly to advertising. These things did not come into existence because women demanded them. They did not know that they were possible. They exist because there was a method of distributing them, of teaching possible buyers what a help they would be, of educating the housewife while offering her the means of applying what she learned, and of doing it on a large scale. And the strongest urge to invent desirable labor-saving devices has been this same possibility of distributing them; that is, selling enough of them to make it worth while. Sometimes advertising supplies a demand, but in most cases it creates demand for things that were beyond even the imagination of those who would be most benefited by them. A woman knew the use of a broom, but she could not imagine a vacuum cleaner. Therefore she could not demand one, even though she was aware of that vague unspoken demand that has existed



Sell Sporting Goods Where People Play

FLORIDA has 1,100 miles of coast line, nearly 3,000 miles of shore line, 2,500 miles of navigable rivers and 30,000 fresh water lakes. Naturally it is a Mecca for all who like fishing, boating and swimming.

In Florida are located the winter training camps of most of the important baseball teams of the country. Here are hundreds of splendid golf courses which are playable all the year. Nearly every city has its parks and playgrounds with facilities for tennis, roque, lawn bowling and every kind of sport.

Florida is, indeed, the world's winter playground, and it is fast being recognized as a summer playground as well. In addition to its year-round population of almost 1,500,000, it has a like number of winter visitors who are attracted by Florida's warm, sunny climate and its recreational advantages, and who leave approximately \$1,000,000,000 each year to pay for their sojourns.

Considering these facts, where can the manufacturer of sporting goods find a better market than Florida? And in Florida what more complete and economical media than the Associated Dailies?

ASSOCIATED DAILIES of Florida

510 Clark Building, Jacksonville, Florida.

Brabenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Lauderdale News
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union

Jacksonville Journal
Key West Call
Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Melbourne Journal
Miami Daily News
Miami Herald
Miami Illustrated Daily Tab
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Sentinel
Orlando Reporter-Star

Palatka News
Palm Beach Post
Palm Beach Times
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune

from the beginning for some lightening of the terrible drudgery of keeping a house livable. The vacuum cleaner was introduced by educational advertising. The advertising was done partly by manufacturers anxious to sell vacuum cleaners and partly by electric-light companies, anxious to sell current. The spread of electrical housekeeping devices has followed the increase in the number of houses wired for electricity, and that, too, has been brought about by advertising, by the selfish desire to do more business, to sell more goods. But the result has been a public benefit, an increasing willingness to spend money to lighten the human burden, to cut down the waste of human energy in the operation of living.

No vacuum-cleaner factory could do business as a neighborhood proposition. Only a national market would furnish enough business to make the manufacture economically possible. And a national market is possible only through advertising. And that advertising must be educational. It must teach the sound economy of paying more to get the greater benefit. The woman's time and health and strength are worth more than the difference in cost between a broom and a cleaner. But not all of these improvements are in the vacuum-cleaner class. Most of them add nothing to the cost of upkeep. The greater number lower it. They teach the use of something better that costs less.

Advertising is not at an end. It is a means to an end. So the question is not: Is advertising desirable? but: Are those ends desirable, and is advertising too great a price to pay for them? To those who look upon advertising as merely the selfish effort of manufacturers to induce them to buy more goods, it seems that the world could easily do without it. People say to themselves: "I do not want to be persuaded to buy more goods," and that should settle it. So far as they are concerned advertising is unnecessary. For the manufacturer who uses it, advertising is a means of selling goods, but its

present proportions are due, not to the manufacturer's desire to sell goods, but to the real public need it supplies.

Bank's Copy Urges Veterans to Retain Insurance

The Girard Trust Company, Philadelphia, over the signature of its president, recently ran an advertisement addressed to the veterans of the World War, urging them not to neglect the opportunity of being reinstated in the War Risk Insurance, issued by the Government. The advertisement stated how the re-instatement could be secured and other important information. The final paragraph read: "July 2nd is the last day for the re-instatement of War Risk Insurance." The different kinds of policies are listed. The copy closes urging veterans to "get in touch with the United States Veterans Bureau."

New Account for O. S. Tyson Agency

O. S. Tyson and Company, Inc., New York advertising agency, has been appointed by the International Exposition Company, New York, to direct the business-paper advertising of the Annual Power Show and Chemical Show. Plans are now being made for the Power Show advertising, which will appear in September, October and November issues.

Ford Writes Off Good-Will Valuation

The balance sheet of the Ford Motor Company for the year ended December 31, 1925, carries no charge for the item of good-will, which would indicate that this item has been written off its books. In the company's balance sheet for the previous year, good-will was carried at a valuation of \$20,517,985.

Advanced by Missouri Rolling Mill Corporation

D. F. Eschenbrenner, of the Missouri Rolling Mill Corporation, St. Louis, concrete reinforcing steel, etc., has been appointed manager of sales. Before joining this company in 1925, he held a similar position for ten years with the Laclede Steel Company, also of St. Louis.

Stewart-Warner Net Profits Gain

The report of the Stewart-Warner Speedometer Corporation, Chicago, auto accessories and radio equipment, shows a net profit of \$1,353,102, after depreciation and taxes, for the first quarter of 1926. This compares with \$1,303,972 for the corresponding quarter in 1925.

TYPOGRAPHIC TALKS—NO. 3]

PRACTICAL COÖPERATION

WHEN one of our clients has an advertisement that must be rushed into type without a layout, we gladly assume the responsibility.

He may call on us also for style layouts and suggestions for new campaigns, and for consultation on questions of typography and printing.

These things are matters of everyday service with us and our clients often put them to good use.



WIENES TYPOGRAPHIC SERVICE INC

203 WEST 40TH STREET

NEW YORK

"Meet
the Wife,
Too"

"No
Buried
Ads"

78%
Circulation
in
Big Buying
Centers Only

99%
Newsdealer
Circulation

You Tell The Millions They'll Tell The Dealer

—that's the profit principle of modern advertising—Consumer Influence, the factor that's made Liberty an Advertising Sensation

G

IVING the public what it wants is the modern retailer's creed.

Giving the "trade" what it wants is the religion of all jobbers.

Both are based solely on consumer demand; on the demand of the millions for certain fortunate products.

Advertising that pays out in dollars functions chiefly on that basis. It aims to sell the millions. The millions who tell the dealer what they want—and get it.

The enormous sales of "Uneeda Biscuit," "Quaker Oats," "Palmolive," "Cream of Wheat," "Ivory" and scores of others are based on the priceless factor of consumer demand.

Thus men who advertise for profit today ask one question above all others: "*Will my ads be seen and be read by the millions?*" For thus alone can dealer sales be multiplied.

That is why Liberty, offering four unique advantages in winning maximum consumer influence in the weekly field, has become an advertising sensation.

1

"Liberty Meets the Wife, Too"

85% of all advertisable products are influenced by women in their sale. Few advertisers today can afford to overlook "the wife" in the costly weekly field. 46% of Liberty's readers are women.

Every issue appeals alike to men and women because of Liberty's unique policy of editing to both. That means a 100% reading in the home. ***Because Liberty appeals to the whole family its reading is multiplied.***

2

"No Buried Ads"

Every ad in Liberty is printed at or near the *beginning* of a fiction or editorial feature. That's due to a unique type of make-up which no other publication employs. Thinking men don't ask "Will my ad be read?" when that ad is booked for Liberty.

3

Minimum Circulation Waste

78% of Liberty's total circulation is in the districts which return 74% of the total taxable incomes of the country, 48% of the total motor-car registration, and in which by far the great majority of advertised products are sold.

4

99% Newsdealer Circulation

Liberty has a net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. Liberty is not sent to these readers wrapped up—unlooked for. They buy it, bring it home, read it of their own will. That means a circulation that is *responsive* because it is 100% *interested* in Liberty.

For those reasons results among the most remarkable in advertising are being attained for scores of America's leading advertisers.

Results that achieve a reduction in inquiry costs of 40% and more. That are multiplying dealer sales. That are activating sales organizations, dormant to costly campaigns in less forceful publications, to respond to a man, almost overnight, to advertising in this amazing weekly.

Here's the secret of Liberty's four-fold appeal

As this week's issue shows, the editors of Liberty design the magazine to appeal to every member of the family. Look through any other issue and you will see that this same policy prevails. Consider the value of such a policy to the advertiser who uses its pages.

5c Liberty
A Weekly for the Whole Family

A net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. Page rate, \$3,060. Rate per page per thousand, \$2.72. The cost of Liberty is lower per thousand circulation—back cover excepted—than any other publication in the weekly field.

We Have with Us Again—Should Advertising Be Signed?

A New Defense for an Old Bone of Contention

By F. Romer

President, Samson Service

SHALL advertising copy be signed? No, no, no, no, no—the first five advertisers queried promptly give answer.

Perhaps that should end it. But Columbus pushed on against odds like a madman so, Santa Maria, what would you have me do! I say sign it. The quicker you start, the better.

You can remember the time when you read the whole newspaper. Now, gathering news universally has become so simplified that the glut of goings-on would tax your full time to absorb them all. So, you read only local news and certain feature news that you can conveniently cover and from which you derive certain benefit or pleasure.

That's the future of advertising—so much advertising that, without special reading value, style, touches distinctly those of the writing craftsman, it will flow past the public consciousness like drops of water sweeping over a dam—without identity. Personalities alone will make leaflet, booklet or publication space pay. People don't just ask for stories of the West in a bookstore. They request Hugh Pendexter's latest, Clarence Mulford's, Harold Bell Wright's, Edwin Sabin's or Harry Sinclair Drago's newest. They want their Western atmosphere created by pens they know they can depend upon to interest them. So, in this intensifying competition among advertised articles, the jaded reader of advertisements will choose to receive his persuasion on radio, motor cars, lace curtains, foods, clothes, wotnot, in the style of some advertisement writer he has learned to fancy.

The writer in the fiction field, induced to sign an advertisement for a hotel or breakfast food, is by no means the solution. He has learned

to develop plot and character; but the signer of the future advertisement must have a quite different foundation. He will be conscious of the need to sell; his training will have been to develop desire, to appetite, to create a sense of incompleteness in the reader, complemented only by the thing he writes about. He will be, in other words, an advertising man, the product of his profession with a penchant to pen chant in his own distinct diapasons.

MAKING READERS DREAM

Why shouldn't advertising become a rich field of literary interest? Dramas and novels, stories and romance create our interest by showing the triumph of character over weakness; by developing action of characters around philosophies of life in which authors cloak them, philosophies ranging from the simple creed of chivalry to the complicated mental reactions of a Marxian socialist suddenly given the throne of a nation of monarchists. Fond dreams, imagination unrestricted, freedom to philosophize—these are our only limitless privileges. The author who can make us dream, the writer who can fire our imagination, the pen that can simplify, glorify and amplify our philosophies for us, we cherish, seek out, follow, cling to, believe in, respond to, admire, respect, give our allegiance.

Where can a pen find more to fill our dreams than among the products of our advertisers that promise us creature comforts and luxuries our hearts desire? What is more stimulating to our imagination than the thought of the self betterment, greater joy, added power, exaltation and social well being that these advertised goods hold for us when the story is properly told? What more definitely, con-

stantly and rapidly changes our philosophies of life than the new things that invention, chemistry, science and mechanical ingenuity bring to our use—and we learn of them first through the writer of advertising.

Has not the advertising writer the most potent means for influencing our philosophies of life? Isn't his subject matter the most pregnant in possibilities for really great writing? Just in the degree which an advertising writer vibrates your soul, palpitates your ego and agitates your emotions, the product he writes about measures its importance in your mind. You'll come back again and again to read advertisements he signs, but the merest glance would otherwise be all you'd give to repetition of a product's appearance before you. All the better if he signs advertisements for a number of different products. Each product gains by the variation of interest he has developed.

The point in selecting the signer will be to discover the trenchant stylist, the man who sweeps his pen along with robust spirit and convictions that bring, by their forceful presentation, the contagion to the reader that quarantines him alone with this idea: that the only cure for the trouble with him is to get what he's just been reading about.

The signed advertisement will create a conflagration of interest in advertising that will never burn itself out. It will give new dignity to the profession. It will popularize the discussion of advertising in social gatherings, multiply the effectiveness of the printed word at a time when it faces a decline.

Personalities are what keep interest alive in any field. We consider politics only in connection with the names of the men who make politics; we consider oil only when a Rockefeller or Doheny gives point to our consideration; we discuss the navy aircraft because a Mitchell makes it interesting; steel is a Schwab or Gary matter when it comes up in mind; literature, science, railroad, tariff

or building trades activity—it's all a matter of personalities when a theme attracts us or gets on to our tongue's end.

It's logical that when the personalities who make advertisements engrossing, intriguing, absorbing or appealing, sign them, then they will bring the things they advertise more respect, prominence, conversational acceptability and controversial appropriateness in all social circles. When advertisements are signed, advertising will have breathed into it the one element—the human element—that has kept it from its full heritage as a profession esteemed by the public as close to the public. The favorite advertising writer will then take a pedestal beside the public's idols of screen, stage, literary and art world—and the advertiser will be the one who gains all.

New Accounts for Ann Arbor Service

The Economy Baler Company, Ann Arbor, Mich., manufacturer of baling presses and machinery, has appointed Philip C. Pack, advertising, also of Ann Arbor, to direct its advertising account. The LaFlamme Company, Lumiere toilet articles, and the Pyovent Company, maker of Py-O-Vent gum massage cream, both of Detroit, and the Weinmann-Geisendorfer Company, Inc., wholesale grocers, Ann Arbor, have also placed their accounts with the Pack organization.

Appoints Irwin Jordan Rose Agency

The Allen D. Cardwell Manufacturing Corporation, Brooklyn, N. Y., radio and automatic telegraph equipment, etc., has placed its advertising account with the Irwin Jordan Rose Company, Inc., New York advertising agency.

A. D. Walter Joins Pittsburgh Agency

A. D. Walter has joined the W. S. Hill Company, Pittsburgh, Pa., advertising agency. He has been with Barker, Duff & Morris, Inc., also of Pittsburgh, for several years. At one time he conducted his own agency.

Jewell Tea Sales Increase

The report of the Jewell Tea Company, Chicago, for the first quarter of 1926, shows sales of \$3,394,274. In the corresponding quarter last year sales were \$3,259,711.

From Printers' Ink:

		1925	1926
Morning Newspapers	- -	565	573
Evening Newspapers	- -	1844	1836



America Changing its

ISN'T it obvious that Morning newspapers supply *something* that is being demanded by more and more of the reading public?

Do not reader acceptance and preference determine the advertising value of any medium? Then, is it not plain that Morning newspapers are wielding an increasingly superior selling power?

* * * *

In most professions, precedent is a safe guard. In

Cultivate the Morning Market of America in 1926

8 more

Morning Newspapers
(8 less Evening Newspapers)

is Reading Habits

advertising it is unreliable, even hazardous to follow
— especially in such a youthful nation as ours.

With the irresistible expansion of markets and the adjustment of living habits to new conditions has come a *very significant change in reading habits*. Eight new Morning Newspapers in 1925 bear witness.

"Vox populi" must rule the administration of advertising. Beware of obsessions born of yesteryear's traditions.



Salesmen Can't Know Too Much about Their Industry

The More Thorough Their Knowledge the Greater Is Their Ability to Help the Trade

By W. R. Heath

THERE was nothing very brilliant about "Jimmy." True, he was young and a college graduate, but none of his fellow-salesmen held that against him. The fact remained that practically from his first day with a large Western hardware manufacturing concern, he outstripped the veterans. They couldn't quite understand it. As a matter of fact, they were, secretly, more than a trifle jealous.

Jimmy's method was startlingly simple. His chief asset was a shrewd knowledge of his prospect's business. He put that before even his familiarity with his own goods and the merchandise of his competitors.

Allow his sales manager to tell you the story.

"A certain important merchant," said he, "wrote in to the house after Jimmy had made his first call. 'Tell me more about this young man,' he said. 'If you're not careful, I'll steal him away from you and make him general manager of my chain of hardware stores. We had not spoken ten minutes before I was listening and wanting him to talk. He knew how many hardware stores there were throughout the United States and what their aggregate turnover meant in dollars and cents. He told me the mortality list and just why new stores finally went out of business. He told me, for example, how much dealer's hardware had been sold during a period of six months by all of them put together and in what States the sales were heaviest. He answered questions as fast as I could put them to him and they had the ring of true knowledge. I wanted to know, as an instance of this, what proportion of electrical appliances was sold by hardware stores as compared with straight

electrical shops. We had been having a hard time of it with electric washing machines, and indeed, the entire electrical line. I was ready to make some sort of a radical move because the same lines I kept in stock were for sale by the specialty shop in my own town, which has close tie-up with the central station crowd, and it didn't seem quite fair.

"He gave me most interesting data. Those hardware shops that made use of the dealer electros supplied by the manufacturers and devoted window space to displays of electrical goods, were not afraid of specialty shop competition, and in many instances, outstripped them in sales. Had I made a practice of sending out the illustrated leaflets and folders that the manufacturers were perfectly willing to send me? Was I concentrating on my electrical goods in the store and by direct mail, when bills were sent out the first of the month?

"Then, we went off on another line of talk. I was having trouble with my clerks. They lacked pep and selling sense. This man of yours gave me data concerning a series of special articles in store-selling put out by a big hardware manufacturing house. It was only necessary for me to send for them. They were free. And I liked that.

"Next, the conversation swung around to my sporting goods department. It wasn't paying, and it never had paid. We walked through the store and he suggested that the department should not be on the second floor. Men don't like to climb stairs. They want to walk right in, make a purchase, and walk right out again. Moreover, he pointed out that I didn't have a specialist in this depart-

ment. He said I needed an all-around sporting goods man with a real human streak, who could talk to fishermen and hunters and golfers and the like, in their own language. Somehow, it had never occurred to me.

"I took his advice. I moved my sporting goods department right down on the first floor to the right of the entrance, and I found a local man who had a working knowledge of all such matters and who loved it. Business began to pick up at once. It promises to be one of my best bets. And a week later along came a series of charts showing exactly how to dress windows seasonably that would bring customers into the store. I don't know where he got them, but I had never seen those diagrams before; I wasted lots of his time, but, believe me, I can't wait for that young man to come around again. He can have my business, in his line, because he does more than sell me goods."

"And this was Jimmy's little secret. He kept posted on every problem that was apt to arise in the daily lives of his customers and prospects. He went to elaborate trouble to gather the material and either to memorize it, or have it handy in notebooks.

"We had a prospect out in Ohio who was a power in that State. Contractors came to him from far and wide, and his sale of our stuff was enormous. He had cast a spell over architects, builders, contractors and even the people who put up homes and buildings of all kinds. He had what you might almost call a local monopoly.

"This Ohio stumbling block had one sore spot. There was a certain dealer in town who beat him when it came to cutlery of the finer sort and this rankled the old man.

"When Jimmy called on his prospect, he casually mentioned that the rival was putting it over in that one direction. And the conversation started off with a rush. Whereupon, Jimmy began to spout statistics.

"Jimmy could relate the inside facts about the manufacture of cutlery at home and abroad. He was familiar with production in England and Germany; he could draw a rather illuminating verbal picture of the actual manufacturing processes in the three largest English institutions. He related to his interested prospect how cheap cutlery was turned out, where and at what profit, and its effect on the better lines. He knew just how many European experts had been brought to America to improve methods in home plants and he gave figures on the sale of Boy Scout knives that caused the old man to gasp in astonishment.

"Nor was this all. It constituted no more than a prologue. Now, Jimmy swung over into even more constructive talk. Why did that chap down the street with his small shop, a newcomer in the community, clean up so handsomely? There must be an excellent reason. Such business occurrences were no mere matter of accident.

"Jimmy knew. He had never sold a dollar's worth to McLean and Company, but he had asked questions here and there. McLean was a canny Scotchman who followed popular, advertised trends. He kept very few of the standard articles; but no sooner did a novelty poke its nose over the horizon than it was nabbed, and featured in a window and in a newspaper advertisement. It was McLean who sold the first stainless cutlery in town at a time when other dealers were calling it bunk. In McLean's shop you could purchase odd and unusual pocket-knives. He had given over his window for one entire week to the Buffalo Bill Scout Knife, giving with it a photographic enlargement of the famous plainsman, and presenting his signature in facsimile. The boys of the village and the surrounding country swarmed to McLean's store for months.

"The trouble with you is," declared Jimmy to his thoughtful prospect, "that you're too hide-bound, too opinionated in matters

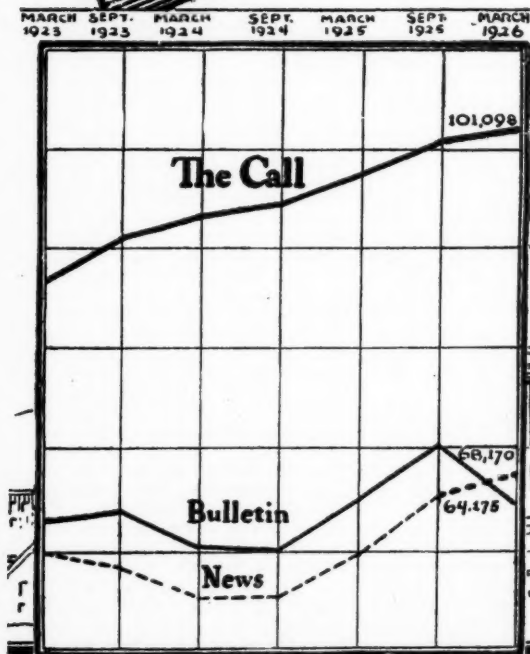
Who's Who in S

San Francisco
The Golden Gate
to the golden Cal-
ifornia market.



THE San Francisco Call offers the greatest volume of evening circulation in Northern California. Each year it has steadily increased its leadership over the other San Francisco evening newspapers, until today it outsells its nearest competitor by over 45%—32,978 copies.

Publishers' Statements for the past three years form the basis of this chart.



in San Francisco

THIS leadership of The Call's extends over all San Francisco newspapers, morning and evening, in daily, (six day) display advertising. Figures for January, February and March show The Call's dominant position.

Local and National Display Lineage for First Quarter, this year and last, daily (six day) advertising

Paper	1926	1925	Gains
THE CALL	2,217,849	1,971,467	246,382 gain
Chronicle	1,264,245	1,094,183	170,062 "
Examiner	1,651,788	1,515,456	136,332 "
Bulletin	1,327,012	1,291,086	35,926 "
News	1,523,325	1,522,007	1,318 "

The San Francisco CALL

Charles Sommers Young
Publisher

Representatives

NEW YORK
H. W. Moloney
604 Times Building

CHICAGO
G. Logan Payne
401 Tower Building
(6 N. Michigan Ave.)

LOS ANGELES
Karl J. Shull
Transportation Building



of merchandise. Nobody can tell you anything. You are unwilling to ride any modern vogues. You keep good cutlery, but it's terribly old-fashioned, and as a consequence, this newcomer is getting the best of you. Regardless of what you may think, the novelties, even in cutlery, catch the crowd and a dealer must recognize them as necessary to his line. All you need to do to get back some of that trade is to watch advertising, read your hardware periodicals a little more conscientiously, and put in "young" stock.

"It was hard-hitting talk, but Jimmy sold his man."

There is a salesman, long connected with a toilet-article house, who has won his spurs on the strength of his wonderful familiarity with every department and problem of operating a drug store. No article sold in a drug store escapes his investigative mind. He can talk interestingly and instructively about them. I recall hearing him go deeply into the history of a certain patent medicine. He knew where the first bottle was made, by whom and under what peculiar circumstances. No druggist could tell him very much, one way or the other. And he was thoroughly familiar with the volume of sales of the big leaders, from tooth-paste to perfume, rouge-sticks to talcum.

If a druggist attempted to tell him that a certain powder or paste was outselling all other brands, the salesman was in a position to check him up, and did not hesitate to do so.

As he so often said, when critics got after him for being a little too much of a busy-body:

"I sell to druggists and I have figured out that it is my business to know more than my own line; I must know all there is to know about the retail drug game. There isn't a drug trade-paper that I do not read, from cover to cover."

A salesman who is connected with a house manufacturing machine drills was telling me how he won his spurs and how he had made perhaps the greatest success

ever attained in his field. His apprenticeship was the great influence. He went into a typical shop and worked for two years before he sold a penny's worth. Then, before finally settling down, he paid visits to some 200 great industrial plants all over the country, his house financing the investigation.

He became familiar with practically every phase of the manufacturing, foundry, factory and clerical end and his fund of "inside information" was almost past belief. He became a student of his field, in other words.

It was not an uncommon thing for the heads of large establishments to send for him, when some serious question arose which they themselves were unable to work out. They knew that, sooner or later, he would solve the problem for them. This gave him ready access to the big men, and they are the ones who count.

Out in Pennsylvania, I recall, a certain industrial unit had been losing money in its foundries. Nobody could discover why. The salesman happened to be in the general manager's office when the conversation turned in this direction.

"Would you mind permitting me to go through the plant?" the salesman inquired rather casually. They were only too pleased to grant this. At the end of an hour, the suggestion was made that what this plant needed was power measuring devices. They were wasting coal, steam, heat and human effort. They had no method whereby the losses could be measured or a stop-watch put on what was taking place between the boiler rooms and the machines, the foundry and the finishing rooms.

Little \$30 devices corrected this fault. The company officials had not thought about them seriously up to this time. Once installed, they checked up on what was happening in the way of lost power. That salesman had the door of the purchasing agent's office opened to him long before he came around to make a call.

To Mr. G. F. Ganser,

Space Buyer for

Henri, Hurst & McDonald,

Chicago

What people read the advertisements for Bee-Vac Vacuum Cleaners, Kimlark Rugs and Kroehler Davenport Beds? *Family people for the most part!*

CHILD LIFE would carry their message to 110,000 *families*—none but family people!

Who read the advertisements for Kaynee Shirts for Boys and Bradley Sweaters? Mothers, of course!

110,000 mothers would read about them in CHILD LIFE, vitally interested mothers, with enough money to satisfy their children's every need.

More than 80% of CHILD LIFE'S exclusively family circulation goes into homes with children 5 to 8 years old. Just the age when they have to be read to! It is father, mother, grandma or uncle who tracks the bears, brownies and what not through the advertising columns until the bed time story is ended.

CHILD LIFE is read by family people with steady insistent needs and good comfortable incomes with which to meet them. A big advantage over the average magazine with so much of its advertising wasted on readers with limited interests and means!

Family products to family people through a *100% family magazine!* This is the product-to-pocketbook route that CHILD LIFE offers its advertisers.

An unbeatable medium, Mr. Ganser!

We will call soon to let you know some of the other facts about this growing magazine that we know will interest you.

from CHILD LIFE
Rand McNally & Company, Publishers
Chicago

Over 1,200,000 in Foreign Languages

TODAY you can buy this highly desirable bona-fide A. B. C. circulation with the same confidence that you buy the circulation of the Saturday Evening Post.

Every foreign language newspaper is a HOME paper, read by every member of the FAMILY.

It is virtually a MAGAZINE. The foreign language speaking person reads his paper not for sports and comics, but for INFORMATION. He reads it from first page to last—and the ADVERTISING is as much NEWS to him as the latest A. P. dispatch. And he BELIEVES what he reads!

Members of The Audit Bureau of Circulations

NEW YORK CITY

Staats-Zeitung	German	Daily-Morn.	55,860
New Yorker Herold	"	Daily-Eve.	43,220
Staats-Zeitung & Herold	"	Sunday	108,945
Atlantis	Greek	Daily-Eve.	12,063
"		Sunday	11,798
Amer. Magyar Nepszava	Hungarian	Daily-Morn.	27,137
Corriere D'America	Italian	Daily-Morn.	54,304
"		Sunday	56,487
Il Progresso	"	Daily-Morn.	81,118
"		Sunday	98,739
Forward	Jewish	Daily-Eve.	149,619
"		Sat.-Morn.	168,189
"		Sun.-Morn.	161,209
Day	"	Daily-Eve.	57,948
"		Sat.-Morn.	67,634
"		Sun.-Morn.	63,942
Jewish Morning Journal	"	Daily-Morn.	75,206
"		Sun.-Morn.	64,808
Nowy Swiat	Polish	Daily-Morn.	15,230
"		Sun.-Morn.	19,428

ASSOCIATION OF FOREIGN LANGUAGES

M. F. Wegrzynek, Executive Secretary

A. B. C. Circulation Language Newspapers

Russky Golos	Russian	Daily-Morn.	9,053
"		Sun.-Morn.	9,544
La Prensa	Spanish	Daily-Morn.	11,262

BROOKLYN

Nordisk Tidende	Norwegian	Weekly	8,560
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CHICAGO

Katolik	Bohemian	S/W	8,462
Abendpost	German	Daily-Eve.	39,765
"		Sunday	42,454
Forward	Jewish	Daily-Eve.	35,805
"		Sunday	37,468
Daily Zgoda	Polish	Daily-Morn.	39,661
Weekly Zgoda	"	Weekly	107,309
Svenska Amerikanaren	Swedish	Weekly	66,343
Sv. Tribunen Nyheter	"	Weekly	58,138

CLEVELAND

Waechter & Anzeiger	German	Daily-Eve.	14,786
"		Sunday	9,679

DETROIT

Rekord Codzienny	Polish	Daily-Eve.	21,117
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DECORAH, IOWA

Decorah Posten	Norwegian	S/W	42,969
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MANCHESTER, N. H.

L'Avenir National	French	Daily-Eve.	4,231
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WOONSOCKET, R. I.

La Tribune	French	Daily-Eve.	3,891
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SCRANTON, PA.

Obrana	Slovak	S/W	13,715
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These newspapers you can buy singly, or in language groups, or by geographical location, or in any way convenient to you.

These newspapers open up new, enormous uncrowded markets for American goods. It is just as easy to sell merchandise in foreign language neighborhoods as anywhere else. Get the FACTS from the individual newspapers or from accredited representatives.

LANGUAGE A. B. C. PUBLISHERS

24 Union Square, New York



The Record Breaker!

IN THE SIX MONTHS from September 2nd to February 24th, the Family Herald and Weekly Star—"Canada's National Farm Journal"—increased its net paid circulation by 80,000 and on the latter date stood at—

223,428

No other Canadian Farm paper has ever attained half that circulation, and no regular Canadian periodical of any kind, at any time, has approached that volume of paid subscriptions.

What a force for Sales Promotion! Almost every fourth farm in Canada from the Atlantic to the Pacific—prosperous—thrifty—reading your message every week!

Family Herald and Weekly Star.

Canada's National Farm Journal

Montreal

Established 1870

Canada

BRANCH OFFICES

<i>New York</i>	<i>Chicago</i>	<i>Toronto</i>	<i>Winnipeg</i>	<i>London, Eng.</i>
DAN A. CARROLL	J. E. LUTZ	M. W. MCGILLIVRAY	J. MCSHERRY	M. A. JAMIESON
Representative	Representative	Representative	Representative	Representative
110 E. 42nd St.	78 E. Madison St.	390 Bay Street	256 Main Street	17 Cockspur St. S. W. I.

Reaching the Big Boss by Mail

Short Letters and Good Pictures Were the Basis of This Yacht-Selling Campaign

By John K. Hildebrand

THERE is a tradition rather gloomily cultivated in some circles that a sales letter has no chance of getting through to important men; that the Big Boss is surrounded by a sieve of secretaries, clerks, and office boys who make it their business to see that all "propositions" in writing are sifted out before the mail is placed on the big mahogany desk; and that if you want to get action, you must see the chief in person.

A story is told about an argument between two men regarding this particular point. One of them contended that an ordinary circular letter, no matter what its contents, never got any further than the office waste basket. The other held that a real offer would never be overlooked, no matter how imperfectly made. A test was arranged. An ordinary-looking circular letter was sent out to a selected list of millionaires. Only the last paragraph contained any meat in it. It stated that as evidence of good faith the writer would send a new \$5 bill to the first twenty persons who replied. The first mail brought 33 per cent replies from the total list addressed!

One firm which has evidence that the Big Boss pays due attention to direct-mail literature is Henry J. Gielow, Inc., naval architects and engineers, New York.

The Gielow firm has been building high-class boats and yachts for many years. It was content for some time to "keep its name before the public and the trade" by a moderate amount of advertising in the trade and yachting publications, but the copy was never aggressive.

It supplemented this space by sending out letters and circulars prepared in its own office. The business that resulted was satisfactory, but nothing about which to get excited.

Finally, the firm produced a sea-going yacht which its owner named *Moby Dick*. In many respects this was a departure in yacht-building, having modernized features and accommodations like those of a houseboat. It was felt that more people ought to hear about it.

It was about the time, too, when Herman Melville's writings were being rediscovered, including the classic sea tale of *Moby Dick*, from which a film has since been made.

A list of 5,300 prosperous men was compiled, all of them living near salt water and all of them well rated. This list was checked over and verified until it was felt that it was sound throughout.

To this list, a letter, carefully matched and bearing a facsimile signature, was mailed. The letter was extraordinarily short, consisting, in fact, of only fourteen typewritten lines. It was bound inside a cover, together with five halftone reproductions of the exterior and interior of the boat, printed in black against a blue-tinted border decorated in white. These attached pages, each the same size as the top letter, carried no specifications or descriptive matter of any kind. There was no "boost" text whatever; merely brief captions such as "Living Room," "Master's Chambers," etc.

The letter itself was kept simple to the point of severity. This is how it read:

Probably one of the most interesting yacht offerings we have had for some time is the *Moby Dick* as illustrated herewith.

In addition to being a capable offshore yacht, this boat also possesses the accommodations of a houseboat.

The *Moby Dick* is a most attractive craft with unusually spacious accommodations. The dining and living rooms on the main deck are separated by portieres which may be thrown back converting them into one large salon. Hot, cold and salt water are supplied under pressure throughout the

boat. The engine room contains a most modern Diesel power plant.

This vessel is in splendid condition and is luxuriously furnished throughout—ready to be provisioned and put out to sea.

Would you like to receive blue prints and complete details?

May we hear from you?

Very truly yours,

JOS. A. MACDONALD,
President.

No price was mentioned and no other details were given. The total cost of preparing and sending out the 5,300 letters, including postage, was \$1,700. From these were received 163 replies, or a little over 3 per cent. It is to be remembered, however, that a yacht is a costly thing—in the case of the *Moby Dick* it is some \$75,000.

The result of the whole campaign, consisting of two pieces, was three substantial orders—one of them for a large boat costing some \$500,000. In the face of that sum, the cost of the advertising, of course, became insignificant.

The second piece mailed out was simply a large cover, bearing an appropriate design in blue and gold and containing blueprints and specifications. The only printing on this cover was the title: "A Yacht Proposal for—." In the vacant space the name was filled in, hand lettered. Below was the name and address of the company. There was no text on the back or inside of the cover.

Out of the 163 persons thus addressed, fifty-two made further inquiries, some of which are still pending.

The purpose in keeping both the printed and the written matter simple was to avoid over-selling. There was no hullabaloo, no flowery language, no fiddling with petty details. The art work was rich but dignified. The letter was not even re-worked. Its aim was to communicate the feeling of a personally dictated letter. It avoided all the verbose descriptive matter which is so apt to defeat its own attempts at visualization. It was left to the recipient to get this through the pictures. The five of these, looked at one after the

other, gave the effect of a kind of miniature moving picture film.

Another interesting mailing, for a separate purpose, consisted of three pieces. The "yacht proposal" cover was again used, but greatly reduced. The single sheet folded inside acted as a centre spread carrying a layout of four halftone reproductions of the exterior and interior of a 100-foot, all steel, sea-going yacht. There was no text except two short captions. The other two pieces were a letter and a telegraph blank ready typed for signature, with charges collect. The letter was again a simple and straightforward one, reading as follows:

During the past few months we have presented many interesting yacht offerings, but we do not know of one that compares with the offer we are about to suggest to you, and which is illustrated in the enclosed folder.

We are now arranging to begin the erection of a number of 100-foot, all steel, Diesel powered yachts. By building several of them at one time we will be able to complete them at a figure which heretofore seemed impossible.

These sea-going yachts will be equipped with every practical and modern improvement, such as: house-type plumbing; electric anchor windlass and electric hoist for launches; mechanical refrigeration. The power plant will contain Diesel engines of the latest approved type with ample fuel capacity giving a large cruising radius.

The boats will contain three luxurious state rooms—each with its private bath—and on the main deck will be located a spacious living and dining room. Decorations will be arranged to suit the purchaser.

Here is another interesting point. We are in a position to assure delivery within six months from date of contract.

If not convenient for you to telephone—for the sake of speed—will you be good enough to use the telegraph blank enclosed?

For this letter, a list of 7,300 prospects was prepared. Over 300 replies were received, 200 of which expressed interest.

A month later, there was a single follow-up. It consisted simply of the illustrated inside of the previous folder, without the cover, and was accompanied by the following letter:

Supplementing our letter of February 1 in reference to the 100-foot Gielow

We are pleased to announce that

Mr. L. E. Kreider

has been added to our New York advertising staff.
Also the establishing of the following offices:

PACIFIC COAST

John Eugene Gallois
70 Post Street
San Francisco, Calif.

EASTERN PENNSYLVANIA

Bailey & Pequegnat
Bulletin Building
Philadelphia, Pa.

NEW ENGLAND

Tom F. Margrane
Hal T. Boulden & Ass'n
Park Square Building
Boston, Mass.

OHIO AND MICHIGAN

Dick Jemison, Vice-Pres.
Hal T. Boulden & Ass'n
Finance Building
Cleveland, Ohio

ST. LOUIS

Walter Langan,
6628 Pershing Avenue

Victor E. Graham, Advertising Director

***The* MAGAZINE of WALL STREET**

Member A. B. C.

42 BROADWAY

NEW YORK

***Largest Paid circulation of any financial or bank-
ing publication in the world***

designed, Diesel powered, sea-going yachts now under construction—you may be interested in knowing that the price we are asking for these boats seems to be the present topic of discussion in yachting circles.

The president of one of the largest ship-building plants in the country which builds stock yachts and boats, recently made the statement that he did not understand, from his experience as a ship builder, how the Gielow company could possibly build ships of this type for the price they are asking.

It is not by accident, however, that we are able to do this. Our engineers have spent months planning so that this could be made possible.

As we told you before, the yachts have three luxurious staterooms, each with a private bath. Spacious living and dining rooms are located on the main deck.

Three of these boats are now being built in one of the largest ship-building plants in the country under the personal supervision of Gielow engineers. If you are interested in a yacht that can be delivered to you within five months from date of contract—and at a price several thousand dollars less than you had imagined a boat of this type could be built for—write, or wire for blueprints and specifications.

We await your reply.

An unexpected feature of this campaign was the number of personally dictated replies received from prominent men referring to the original letter and indicating that they had been considering the proposition.

Still another successful experiment tried by the Gielow firm, in which chief reliance was placed on pictures, had for its purpose the selling of a type of auxiliary schooner called the *Sumar*. Five half-tone reproductions made on heavy-coated paper in loose-leaf style were enclosed in a bobbed cover carrying no other text than this:

SUMAR

Just the boat for the
West Indies and South Seas

The letter consisted of only nine lines as follows:

The *Sumar* as illustrated in the attached portfolio is a ruggedly constructed fisherman type auxiliary schooner, powered with a Diesel engine, and is just the boat for the West Indies, South Seas, or long similar cruises. It is in splendid condition; is luxuriously furnished throughout, and will be offered at a most attractive figure.

We have complete specifications and blueprints that we will gladly send to you, if interested.

May we hear from you at once?

Some 5,000 names were covered, from which were received over 300 replies.

This is a good example of what may be done by appealing to the prospect's imagination, and then keeping hands off so as to give him time to sell himself. Understatement, rather than overstatement, is always the best policy, but this is particularly true when it comes to addressing men who know a thing or two on their own account, and who are not to be dazzled by extravagance in selling effort.

Service Station for Overalls Advertised

A counter display carton, containing repair parts for overalls, is being advertised in business papers by the Signal Shirt Company, Racine, Wis., manufacturer of shirts, overalls, etc. The carton is called the Signal Service Station and affords dealers an opportunity to distribute free parts to customers. The opened cover of the box stands upright and is illustrated with a picture of a woman mending a pair of overalls.

An excerpt from one advertisement reads, "Whether a man buys a suit of clothes for \$60, or a suit of overalls for \$4 or \$4.50, there is one thing that is always true about him: he is interested in what he gets for his money; the satisfaction he gets. He is not interested in what you get out of it. More than that, if he is getting something extra at your store, something for nothing, you will get his patronage."

Brunswick Stew Account for Nashville Agency

The Sturdivant Packing Company, Brownsville, Tenn., has placed its advertising account with the Casey-Lewis Company, Nashville, advertising agency. The Sturdivant company manufactures Old Virginia Brunswick Stew. Plans call for the use of newspapers in the South.

Join Botsford Constantine

Leonard A. Wheeler, studio manager of the Roche Advertising Art and Typography Service, Los Angeles, has joined the Seattle office of the Botsford-Constantine Company, Inc., advertising agency. T. R. Crawford, formerly market editor of *Lumber*, Chicago, also has joined the Seattle office of this agency.

Fleischmann Income Increases

For the quarter ended March 31, the Fleischmann Company, New York, yeast, reports a net income of \$4,131,378, after charges. This compares with \$4,067,481 in the corresponding quarter of 1925.

Seven Reasons Why Gulf Adopted

KORK-N-SEAL



To open: merely
raise the lever and
push with thumb.

To reseal: replace
cap on bottle or
can and push lever
down.

There Are Many Others

1 It is removed easily by hand. No wrench, opener or tools of any kind necessary.

2 It reseals perfectly— as often as desired.

3 It can not jar loose and leak— positively safe in shipment— ideal for the can of oil which is carried under the automobile seat.

4 It covers the pouring surface— keeps it clean— prevents impurities coming in contact with the contents.

5 The position of the little wire lever is a "danger signal" that indicates at a glance whether or not the can is sealed. No other closure has this feature.

6 The Kork-N-Seal nozzle or "neck" pours a smooth steady stream without a special spout or funnel. When thru pouring, it cuts the stream off, leaving no afterdrip to collect dust and grit.

7 Its efficiency, convenience and distinctiveness are selling arguments. It has real sales and advertising value.

Williams

Williams Sealing Corporation
Decatur, Ill.

KORK-N-SEAL

THE CAP WITH THE LITTLE LEVER

“Efficiency”

Is perhaps a much overworked word.
But there are some clear cases.

FOR INSTANCE :

You have a sales organization or selling representatives in the head-of-the-lakes market.

You seek efficiency in cooperating to make the work of the sales organization successful.

You use advertising—newspaper advertising.

YOUR PLAN OF COOPERATION IS STRICTLY NOT EFFICIENT UNLESS YOU HAVE MADE YOUR ADVERTISING COVER THE ENTIRE FIELD INsofar AS THAT IS FEASIBLE.

IT IS FEASIBLE

To cooperate with your sales force in Superior and Upper Wisconsin if you use the only big daily published there and the only one of general circulation in that entire field.

The way to efficiency in sales effort in Upper Wisconsin is simple:

Use The Superior Telegram

(Over 20,000 net paid daily)

Cashing In on the Casual Idea

How A. K. Trout Turned a Couple of Hairpins and a Suction Clip into a Merchandising Success

By Roy Dickinson

TO turn one ancient bromide into another let's paraphrase "it isn't the heat so much as the humidity" to "it isn't so much the idea as what we do with it that counts."

If John A. Spencer, a boy of fifteen up in a Maine lumber camp had just watched that famous furnace door which changed from concave to convex as the heat came up and then cooled down, he wouldn't have sold his invention, the Spencer Thermostat, to the Westinghouse company for \$1,000,000 when he was thirty-three. He watched, he observed and he followed through. Hundreds of people are probably walking around with million dollar ideas. Many of these ideas never get much further than the vague and casual stage, to be forgotten when another comes along.

To tell how one idea, not yet a million-dollar one, but well on the way, came into being and is now being merchandised is the purpose of this article. It all came about because a man who did much traveling in sleeping cars couldn't find a convenient place to put his shaving brush during the morning shave.

His brush had a bad habit of leaping from the tin wash basin and hiding itself in or behind one of the floor receptacles. After a couple of good brushes had been ruined or lost in this manner, A. K. Trout, who was the annoyed traveler, decided to do something about it.

One day he was riding in his car and noticed that a rubber disk which had previously held a glare protector to the glass of his windshield by suction, had lost the

protector, but was hanging fast to the glass by itself. He pulled it off and the idea came to him of attaching some sort of a clip which would hold a shaving brush to a specially made rubber disk. This, he thought, could be fastened to a smooth surface by suction and would solve his problem.



SIMPLE DISPLAYS OF THIS CHARACTER TELL THE ENTIRE SALES STORY

But instead of letting the idea rest in his mind and rust from disuse, he started that very evening. He took the old rubber disk as a start, commandeered two hairpins from his wife and after much experimenting managed to twist them into the shape of a clip and attach them securely to the disc. The plan worked.

He used the crude idea for more than a year and many another traveler seeing his shaving brush securely clipped to the mirror of a Pullman wash room, inquired about it and said he would like to have one, too. So many people commented on it, that two years ago, when he was in a Newark machine shop, Mr. Trout asked the superintendent to stamp out a few clips. Then he showed the clips attached to the discs to a friend of his, a patent attorney. "You've got something real there,"

this man told him. The improved clip and suction disc would stick to anything smooth and non-porous from a tile wall or mirror to an iron bucket on a camping trip. The next move was to the patent office. This necessary act having been accomplished, the next step was to try out the market, and turn the idea into a merchandising plan. First, it was named the Kling-Klip and then some of its points of advantage analyzed.

Advertising was prepared for trade papers in the hardware, drug and sporting goods fields. Before the advertising was released, two letters were sent out to interest the jobbers and their salesmen in the new product.

No less than 4,000 of the "little jiggers" were distributed by jobbers to their salesmen, the man whose enthusiasm had to be aroused, as a result of these letters alone.

In the meantime, Mr. Trout himself, was enthusing retailers and jobbers on long trips around the country. He was basing his selling talk not only on the natural enthusiasm of an inventor and user, but on some practical and homely common sense secured by close contact with the sale of his product across the counter.

And here is a tip for any man trying out a pet idea. There is usually some obvious, near-at-hand, common-sense plan which, added to the product, will put it across, and that plan comes only by close observation. To illustrate in the case of Kling-Klip: There were two drug stores in the inventor's home town. He came to one, just after the busy season was over and tried to sell him at least a dozen so he could see how they sold and made new friends right under his own eyes. But the first druggist said he wasn't going to buy a thing right then; that he'd display a dozen on his counter as a friendly act to see if anybody would buy. At the second drug store, Mr. Trout stayed until he had sold the druggist a dozen. "Put 'em next to your shaving brush display," he said. Then he

clipped one on a brush and stuck it fast to the glass of the showcase. When a man came into that drug store he knew at once what the little contrivance was for and could actually see it work before his eyes. When the census of sales was taken a few weeks later the difference was surprising. The importance of the tie-up was shown conclusively. The second drug store had reordered and was selling the clips at the rate of a dozen a week. The first store had ten left out of twelve and one of the two had been taken home by the clerk.

This close observation of what happened in his own town gave Mr. Trout the sort of "how to sell it" material he needed when he called on retailers and jobbers, and also when he was placing dealer advertising copy or furnishing dealer helps.

His own experience and talks with users furnished added talking points. The brush hung bristles downward, which enabled it to dry quickly and did not rot the bristles. Dealers were advised to put twelve Kling-Klips in a row gripped to their glass showcase with twelve shaving brushes attached. This enabled the new product, investigation showed, to sell both itself and to add a new selling touch to shaving brushes.

The same way with the container. As it stands today, it represents the advice and suggestions resulting from a trip of ten weeks among retailers. Each owner of a store was asked what sort of a display container he could use to show the small package. The replies, when tabulated and analyzed, resulted in a counter display carton containing twelve small containers. It is so designed as to take up only a few inches of space where the shaving brushes are shown. The small box containers, red on one side and yellow on the other, are packed so as to give the display carton a checkerboard appearance. The whole carton sells at \$1.80 to the dealer through the jobber. He sells the individual packages for \$3.

The direct-mail campaign directed each week to the dealer is

Los Angeles Times

Greatest Gain In Circulation

Of Any Los Angeles Newspaper

As shown by sworn reports filed with the
United States Government on April 1,
1926, compared with April 1, 1925

Los Angeles Times . Gain 8,584

1st Afternoon Paper... Gain 8,077
2nd Afternoon Paper... Gain 5,015
2nd Morning Paper... Gain 4,768
3rd Afternoon Paper... Gain 1,449
3rd Morning Paper.... No Gain

Sunday Circulation Gains

Sunday Times..... Gain 11,774
2nd Sunday Paper.... Gain 9,989

Los Angeles Times circulation is 96%
HOME-DELIVERED and 95% CONCEN-
TRATED in the Los Angeles 60-mile radius.

Los Angeles Times

Eastern Representatives:

WILLIAMS, LAWRENCE & CRESMER CO.

CHICAGO

360 N. Michigan Blvd.

NEW YORK

285 Madison Ave.

designed to show him that when displayed as other dealers have suggested, this small item with its quick turnover will bulk big in profits and will also serve as a selling aid to his shaving brush stock. The copy, both in direct mail and publications, takes a breezy, friendly tone. First, it talks to the dealer as a user:

When your wild and woolly shaving brush goes splank overboard into a dirty corner, lasso him with a Kling-Klip! That dog-gone brush will become a meek shaving pet. Just Kling-Klip him anywhere.

Then addressing him as a man interested in resale for profits the copy points out:

Yep! It's the wise dealer who stocks Kling-Klip and lets it move his shaving brushes at top speed. It's human to like profits and its Kling-Klip that brings 'em. Put up the carton and listen to the song of a fast working cash register.

The casual idea which came first to a traveler in a Pullman wash room has been on its way to self-shavers only since last July. Results, so far, would indicate that the casual idea is well on its way to a real merchandising success.

In a little less than nine months of work, and an investment of slightly over \$50,000 in the development, perfection and sale of the item, more than 500 jobbers are now distributing Kling-Klips to some 14,000 retailers.

Sales are approaching the million mark and the inventor and owner says things are just getting going right.

He has a potential market of 44,000,000 men who shave themselves and own shaving brushes in this country alone.

He sees no reason why most of them shouldn't own a Kling-Klip.

His advertising has opened up valuable jobber connections in Great Britain, Portugal, Spain, Chile and even in Tahiti and the South Sea Islands. Thus, the two original hairpins and the vacuum clip have now multiplied considerably and the end is not yet.

C. W. Garrison, recently with The Nichols-Evans Company, Cleveland, has joined The Koch Company, Milwaukee advertising agency.

Employees Sign Advertised Invitation to Public

When The Hecht Company, Washington, D. C., department store, recently celebrated the opening of its new store, which coincided with the company's thirtieth anniversary, newspaper advertising was used to invite the public to attend the celebration. One advertisement, in a Washington evening paper, was signed by the entire force of The Hecht Company, numbering 1,300 people. The caption reads: "Monday We Are Ready!" The signatures of the employees, irregularly placed, surround a box that contains the following text: "1,300 Strong! Monday 1,300 happy, contented co-workers will be waiting for you. Waiting to celebrate with you the thirtieth anniversary of our store. Held for the first time in our beautiful new building. . . . As one big and progressive store family we pledge ourselves to service, and as an evidence of our sincerity we sign our names to this invitation, not just an invitation to buy, but also a keen desire to have you see our new store as we celebrate our happiest anniversary."

Studebaker Quarterly Sales Gain

The Studebaker Corporation, South Bend, Ind., reports net sales of \$37,397,451 for the first quarter of this year. This compares with \$35,205,221 in the same period of 1925. Net profit for the first three months of 1926 was \$4,028,920, against \$3,605,780 in the corresponding period last year.

New Accounts for Ajax Agency

The Brooklyn Metal Stamping Corporation, Brooklyn, N. Y., has appointed the Ajax Advertising Agency, New York, to direct its advertising. The Davidson Radio Corporation, also of Brooklyn, and the Federal White Cross Company, New York, have also placed their advertising accounts with this agency.

L. M. Bradley Advanced by St. Thomas Metal Signs

L. M. Bradley, for three years district sales manager of the Montreal office of St. Thomas Metal Signs Limited, has been advanced to the position of general sales manager, with headquarters at St. Thomas, Ont. He is succeeded at Montreal by G. L. McCrae.

Crayon Account with Cleveland Agency

The American Crayon Company, Sandusky, Ohio, Old Faithful crayons, has appointed the Bayless-Kerr Company, Cleveland advertising agency, to direct its advertising. Newspapers, magazines and educational journals will be used for this account.



The amount of Parcel Post grows daily

THE increasing volume of merchandise transported via parcel post increases the chances of damage and loss. Despite the best efforts of the postal authorities, accidents happen. North America Parcel Post Insurance will give you needed protection against theft, damage and other perils of transportation. Buy a North America Coupon Book (sold in various convenient amounts) and insure each package as you wrap it. Send the coupon below for full information.

Insurance Company of North America PHILADELPHIA

*"The Oldest American Fire and
Marine Insurance Company"*

Founded
1792



Insurance Company of North America
Sixteenth Street at the Parkway
Philadelphia, Pa., Dept. W56

Name

Street

City State

Wants information on Parcel Post Insurance

Budgets A good budget system not only makes for economy in advertising but actually increases its effectiveness. Our special study of advertising budgets has been successfully applied to appropriations ranging from \$50,000 to \$500,000.



BARROWS, RICHARDSON
& ALLEY

ADVERTISING

NEW YORK OFFICE:
19 WEST 44th STREET

BOSTON OFFICE:
77 FRANKLIN STREET

How a Slogan Differs from a Trade-Mark

Also Recent Registrations in Slogan Clearing House Which Bring Total to 3,207 Advertised Phrases

THE MUNRO & HARFORD COMPANY
NEW YORK

Editor of PRINTERS' INK:

We frequently read of trade-marks and slogans that appear in issues of PRINTERS' INK, and would like to call your attention to our slogan: "Color in Advertising," which appears at the top of this letterhead, and to feel that it is registered with you as it is, together with our four-leaf clover in colors, with the U. S. Patent Office in Washington.

THE MUNRO & HARFORD COMPANY
C. G. MUNRO,
President.

C. & S. C. BLAIR NEWS COMPANY
ALTOONA, PA.

Editor of PRINTERS' INK:

Will you please record the slogan, "A Personal Element in News Service," as that of C. M. Nussbaum of the Blair News Company. If a slogan can be registered with the Government, please inform me of the proper procedure.

C. & S. C. BLAIR NEWS COMPANY
C. M. NUSSBAUM,
Proprietor.

THESE two slogans have been duly recorded in the PRINTERS' INK Clearing House of Advertised Phrases, which now contains more than 3,200 slogans. The slogan list may be consulted by all persons and firms who wish to make sure that their chosen slogan does not infringe upon any other recorded in this office.

Mr. Munro's letter brings out a point which, though often mentioned by PRINTERS' INK, seems not yet to be fully understood. Registration of a slogan with PRINTERS' INK does not insure legal protection. It is a service maintained by PRINTERS' INK purely for the convenience of its subscribers.

The United States Patent Office will grant legal registration to a slogan provided that the slogan is used as a trade-mark or in connection with a trade-mark.

The Munro & Harford slogan is a case in point. Between the words "in" and "advertising" appears a four-leaf clover in blue, yellow, red and black. Thus the slogan and the clover leaf together form a complete trade-mark ac-

ceptable for Government registration. Mr. Nussbaum's phrase, however, remains simply a slogan and as such might not be registered by the Patent Office.

If the slogan has been used in interstate commerce in a manner which distinguishes or identifies the goods, there will be ground for regarding it as a registrable trade-mark. But no advertising phrase which fails to perform the functions of a trade-mark is likely to get Government registration. Readers who remain confused as to the difference between a slogan and a trade-mark, should read the article "That Problem of Slogan Trade-Mark Registration," which appeared in PRINTERS' INK of November 12, 1925.

During the last few weeks the number of slogans registered in our Clearing House has reached flood proportions. Appended is a list of 300 slogans which have been registered in this brief period.—[Ed. PRINTERS' INK.]

Acme of Wall Papers. Hicks Gallery, Boston, Mass.

Ah, There's the Rub. The Somerville Company, Buffalo, N. Y.

Air Unlox to Magnavox. Magnavox Company, Oakland, Calif.

Alkaline Antiseptic, The (Glyco-Thymoline). Kress & Owen Company, New York.

All That the Name Implies. Wolf Manufacturing Industries, Quincy, Ill.

All You Want for a Nickel. Curtiss Candy Co., Chicago, Ill.

Alone in Tone. (Receiving Sets) Magnavox Company, Oakland, Calif.

Always Easy to Clean. American Stainless Steel Co., Pittsburgh, Pa.

Always Good Company. Radio Industries Corp., New York.

Always Marked with the Diamond. Jenkins Bros., New York.

Always Save Money in the End. Keith Furnace Co., Des Moines, Ia.

America's Finest Confection. Brown & Haley, Tacoma, Wash.

America's Foremost Fashion Creator. Milgrim, New York.

America's Home Shoe Polish. (Shinola) Gold Dust Corp., New York.

America's Only Tropics. Coral Cables, Miami, Fla.

Antiseptic Liniment, The. (Absorbine, Jr.) W. F. Young, Inc., Springfield, Mass.

- Aristocrat of the Breakfast Table.* (Marmalade) Chivers & Sons, Ltd., Histon, Cambridge, England.
- Art in Diamond Rings.* Benj. & Edward J. Gross Co., Inc., New York.
- Artificial Silk at Its Highest Point of Perfection.* Tubize Artificial Silk Co. of America, New York.
- As Easily Washed as a China Plate.* Franklin Pottery, Lansdale, Pa.
- Ball That Made Base Ball.* A. G. Spalding & Bros., New York.
- Bath Towel You Can Wear.* Toga Towel Co., Inc., New York.
- Be Beautiful with Tangee.* George W. Luft Co., New York.
- Beauty Aid for Every Need.* A. Marinello Company, Chicago.
- Because You Love Nice Things.* (Silk Stockings) Van Raalte Co., New York.
- A Bed—A Boat—In a Bag.* New England Airship Company, New Haven, Conn.
- Best by Test.* Calumet Baking Powder Co., Chicago.
- Best for Rest.* Barcalo Mfg. Co., Buffalo, N. Y.
- Better Black Chains in the Red Band Bag.* United States Chain & Forging Co., Pittsburgh, Pa.
- Better Than Casters.* (Domes of Silence) Henry W. Peabody & Co., Chicago.
- Better Than Plaster to Withstand Disaster.* The Upson Co., Lockport, N. Y.
- Board of 100 Uses in 1000 Places.* The Upson Co., Lockport, N. Y.
- Booksellers to the World.* Brentano's, New York.
- Bores a Three-Hundred Foot Hole in the Night.* Niagara Searchlight Co., Niagara Falls, N. Y.
- Bound to Get There.* Acme Steel Co., Chicago.
- Built on the Wisdom of Ages.* Bishopric Manufacturing Co., Cincinnati, Ohio.
- By Their Shape You Will Know Them.* Trang Corp., New York.
- Cap with the Little Lever.* The Williams Sealing Corp., Decatur, Ill.
- Chef's Flavoring for Home Cooking.* Kitchen Bouquet, Inc., New York.
- Chief of the Sixes.* (Pontiac) Oakland Motor Car Co., Pontiac, Mich.
- Chocolate Drink in Every Package.* A. Richardson Corporation, Rochester, N. Y.
- Choice of Noted Music Critics.* All-American Radio Corp., Chicago.
- Circulation Promotes Health.* Sealastic Co., Brooklyn, N. Y.
- Clear to the Ear.* (Receiving Sets) The Magnavox Company, Oakland, Calif.
- Colt Light Is Sunlight.* J. B. Colt Company, New York.
- Comfort First.* Nachman Spring-Filled Co., Chicago.
- Compass of Industry.* The Foxboro Company, Inc., Foxboro, Mass.
- Correct Building Insulation and Sound Control Material.* Flax-Li-Num Insulating Co., St. Paul, Minn.
- Costs Less When Used.* Dr. Price's Vanilla, Chicago.
- Crackin' Good Walnuts.* California Walnut Growers Assoc., Los Angeles, Calif.
- Craftsmen in Keeping Things New.* Langley's Limited, Toronto, Ont., Canada.
- Dependable Railway.* A. Great Northern Railroad, Minneapolis, Minn.
- Devoted to Beauty.* Princess Pat, Ltd., Chicago.
- Distinguished Service Line.* The Wm. H. Page Boiler Co., New York.
- Do Keep Time.* (Clocks) Phinney-Walker Company, New York.
- Door That Stands the Famous Soaking Test.* The Wheeler, Osgood Co., Tacoma, Wash.
- Drink That Made Milwaukee Famous.* The Jos. Schlitz Beverage Co., Milwaukee, Wis.
- Drum Makers to the Profession.* Ludwig & Ludwig, Chicago.
- Drum Standard of the World.* The Ludwig & Ludwig, Chicago.
- Easiest Kind Because Skeleton Lined.* The Florsheim Shoe Co., Chicago.
- Easy Com-Ford-able Riding.* Victory Products Corp., Marion, Ind.
- Eat It All the Year.* Quaker Oats Company, Chicago.
- Eat More Apples, Take Less Medicine.* Virginia Horticultural Society, Virginia.
- Empties with a Thumb Pressure.* Bis-sell Carpet Sweeper Co., Grand Rapids, Mich.
- Enduring Masterpieces.* Kiel Furniture Co., Milwaukee, Wis.
- Enjoy Good Health.* H. Jevne Co., Los Angeles, Calif.
- Every Bite a Delight.* Grennan Cake Co., Detroit, Mich.
- Every Shake a Fresh Cake.* North American Dye Corp., Mount Vernon, N. Y.
- Every User a Satisfied User.* The Vaile-Kimes Co., Dayton, Ohio.
- Fashioned by Master Craftsmen.* Nunn-Bush Shoe Co., Milwaukee, Wis.
- Fashions in Fragrance.* Roger & Gallet, New York.
- Feels Like Kid.* Gunn Furniture Co., Grand Rapids, Mich.
- First Aid for the Family.* (Antiseptic) Sodiphene Co., Kansas City, Mo.
- Fit Out with Faradon.* Wireless Specialty Apparatus Co., Jamaica Plains, Boston, Mass.
- Fixin's That Fashions Follow.* Stone Brothers, Brookline, Mass.
- Flat Folded Stationery.* American Register Co., Philadelphia, Pa.
- Flavor—Firm—Tender.* (Macaroni) The Foulds Co., New York.
- Floor Finishing Authorities.* The S. C. Johnson & Son, Racine, Wis.
- Floor of Enduring Beauty.* The Congoleum-Nairn, Inc., Philadelphia.
- Footwear of Distinction.* Max M. Bernstein, Inc., New York.
- For All Time and Clime.* Bishopric Manufacturing Co., Cincinnati, Ohio.
- For Any Wear and Everywhere.* The Florsheim Shoe Co., Chicago.
- For Better Eyesight.* American Optical Co., Southbridge, Mass.
- For Charm That Lingers.* The La Salle Co., St. Paul, Minn.
- For Economical Transportation.* Chevrolet Motor Co., Detroit, Mich.
- For Low Cost Hauling.* (Trucks) International Harvester Co., Chicago.
- For the Man Who Believes His Own Ears.* The A-C Electrical Mfg. Co., Dayton, Ohio.
- For the Man Who Cares.* The Florsheim Shoe Co., Chicago.
- For Relaxation and Sleep.* Manhattan-Rome Co., Long Island City, N. Y.

The Story of the Portlands



Portland, England is the grandfather of them all---as far back as the year 837 it was the scene of action against the Danes. Its chief industry has been the quarrying of limestone which bears a great similarity to Portland cement---from whence this latter product obtained its name.

Going on over the years we read of the English settlers coming to the New World and founding Portland, Maine, which is now the greatest manufacturing center in Northern New England.

Portland, Oregon was founded in 1845 and its christening rested on the vagaries of a copper coin, tossed to settle a dispute between two of the oldest pioneers who both wished to name it after their own home town---Portland or Boston.

This vigorous "grandchild"---Portland, Oregon---has shown phenomenal growth. Its natural resources and tremendous industries are many and varied---its products are world-famed.

There is a huge potential market here in Portland, the metropolis of the wealthy Oregon country.

Use the Oregon Journal---the largest evening paper in the Pacific Northwest---to adequately cover this field.

Oregon Journal

BENJAMIN & KENTNOR COMPANY, Special Representatives

900 Mallers Bldg. Chicago Ill.

2 West 45th St., New York, N. Y.

401 Van Nuys Bldg. Los Angeles, Calif.

58 Sutter St., San Francisco, Calif.

1524 Chestnut St., Philadelphia

For Shaving Without Brush or Lather. Pryde-Wynn Co., Brighton, Pa.

For the Sleep That Rests. Burton-Dixie Corp., Chicago.

For Strength, Toughness and Durability. Vanadium Corporation of America, New York.

Fortify for Fire Fighting. Fire Equipment Mfrs. Institute, Cleveland, Ohio.

Fresh as Dewy Dawn. Pacific Egg Producers Co-operative, Inc., New York.

Fresh as the Morning Dew. (Butter) Harrow-Taylor Co., Kansas City, Mo.

From Fleece to Fabric. United States Worsted Corp., New York.

Glassware of Distinction. Czechoslovak Glass Products Co., New York.

Gold Standard of Radio Receiver. The J. B. Ferguson, New York.

Good Enough to Eat. (Poultry Food) American Agricultural Chemical Co., New York.

Good for Life. O. D. Baker Co., Boston, Mass.

Good for Money Wherever Money Means Anything. Bankers Trust Co., New York.

Ham What Am, The. (Star Ham) Armour & Co., Chicago.

Handles Your Car Like an Invisible Giant. Ross Gear & Tool Co., Lafayette, Ind.

Hard Soft-Coal. Lumaghi Coal Co., St. Louis, Mo.

Has the Edge on Quality. J. Busch, Inc., New York.

Heart's in It. The. Elam Mills, Inc., Chicago.

Heating Sensation of the Century. Richardson & Boynton Co., New York.

Hen's Only Rival. 103 Degree Incubator Co., Crown Point, Ind.

High Pressure Lubrication. (Alemite) Bassick Manufacturing Co., Chicago.

High Quality Household Oil. The Three-in-One Oil Co., New York.

Horn That Lasts. The. North East Electric Co., Rochester, N. Y.

House of the Orient. Vantine's, New York.

In Harmony with Home and Air. The Magnavox Co., Oakland, Calif.

Incense of Flowers. Black & White Face Powder, Memphis, Tenn.

Individualism—In Good Furniture. Elgin A. Simonds Company, Syracuse, N. Y.

Internal Lubricant. (Nujol) Standard Oil Co. of N. J., New York.

An Invention—Not an Imitation. New Idea Spreader Co., Coldwater, Ohio.

Invest in Rest. Better Bedding Alliance of America, Chicago.

It Does Not Blister, Burn or Stain or Smell. The Somerville Co., Buffalo, N. Y.

It Pays to Buy Where You Buy in Safety. A. Jaeckel & Co., New York.

It Raises the Dough. Codville Company, Ltd., Winnipeg, Man., Canada.

It Takes the Ache. Somerville Co., Buffalo, N. Y.

It Ventilates. (Girdle) Perfolastic, Inc., New York.

It's a Case of Good Garters. Sidley Co., San Francisco, Calif.

It's Easier to Sell It Than Outsell It. George W. Dunham Corp., Utica, N. Y.

It's the Gas That Kills Them. American Cyanamid Company, New York.

It's Good Because It's Fresh. (Tuxedo

Tobacco) American Tobacco Co., New York.

It's in the Fit. Schwartz Bros. Dress Co., Chicago.

It's Real Mayonnaise. H. Jevne Company, Los Angeles, Calif.

It's Sudsy. Gold Dust Corp., New York.

Jewel of Florida's West Coast. Sarasota Bay, Fla.

Judge It by Its Users. New Castle Leather Co., New York.

Keen for Dull Blades. Dudley Freeman Co., Boston, Mass.

Keep Cold Away with Magnaray. (Heaters) The Magnavox Co., Oakland, Calif.

Keep Young Feet Young. Simplex Shoe Manufacturing Co., Milwaukee, Wis.

Kermath Always Runs. A. Kermath Mfg. Co., Detroit, Mich.

King of Pain. Minard Co., Framingham, Mass.

Knowledge We Put in Your Head Guides the Skill We Put in Your Hands. The. Michigan State Automobile School, Detroit, Mich.

Lamp with the 1,500-hour Guarantee. The. Solex Company, Ltd., Toronto, Ont., Canada.

Leading Leather Substitute. The. (Leather Cloth) Standard Textile Products Co., New York.

Let Blue Prints Tell Your Story. C. F. Pease Co., Chicago.

Let Munsingwear Cover You With Satisfaction. Munsingwear Corp., Minneapolis, Minn.

Light in the Darkest Corner. Gardco Paint Products Co., Chicago.

Look at Your Shoes and Keep Them Clean. Gold Dust Corp., New York.

Look for the Hartmann Red—On the Trunk You Buy. Hartmann Trunk Co., Racine, Wis.

Lovely Skin Comes from Within. A. (Nujol) Standard Oil Co. of New Jersey, New York.

Ludwig Beats the World Over. Ludwig & Ludwig, Chicago.

Made for Maximum Service Not Merely the Average. Jenkins Bros., New York.

Made in the Cup at the Table. G. Washington Coffee Refining Co., N. Y.

Made in the Milky Way. (Churngold) Ohio Butterine Company, Cincinnati, Ohio.

Made Stronger to Last Longer. (Hickory Garters) A. Stein & Co., Chicago.

Made Stronger to Wear Longer. Fargo-Hallowell Shoe Co., Chicago.

Made to Satisfy the Classes, Priced to Satisfy the Masses. F. Jacobson & Sons, New York.

Made with Home Care. (Meat Products) Otto Stahl, Inc., New York.

Maiden California—Stretch Everywhere. (Garters) Sidley Co., San Francisco, Calif.

Make the Children Happy. (Yankiboy Play Clothes) Sackman Bros., New York.

Make Every Road a Boulevard. Edward V. Hartford, Inc., Jersey City, N. J.

Make Good Foods Taste Better. (Tomato Catsup) H. J. Heinz Co., Pittsburgh, Pa.

Make the World Brighter—Send a Smile. Hutton Photo Stamp Co., Chicago, Ill.

21,136

Net Paid CITY Circulation

100,359

Estimated Combined Population
Pawtucket and Central Falls, R. I.

One copy sold to 4.7 persons
in this Northern Rhode Island
Territory tells the story of the
Complete City Coverage
By Its Only Newspaper—

The Pawtucket Times

Net Paid Circulation March, 1926.

28,257

National Representatives

GILMAN, NICOLL & RUTHMAN

New York, Boston, Chicago, San Francisco

Good Copy

pitched in the right vein, does two things for a big corporation.

It promotes a better understanding on the part of the public.

And it inspires a more loyal and effective service from the corporation's own employees to the public.

It breaks down the barriers of distance and distrust, and inclines everybody to be more friendly.

If you have major problems which concern either your public or your employees, may we be of service?

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 MADISON AVE.
NEW YORK CITY**

Man's Stylish Shoe on a Real Chassis. The. E. T. Wright & Co., Inc., Rockland, Mass.

Maple City, The. Chatham, Ont., Canada.

Master of Mathematics. Merchant Calculating Machine Co., Oakland, Calif.

Master's Fingers on Your Piano. The. (Welte-Mignon Pianos) Auto-Pneumatic Action Co., New York.

Material Beautiful, The. Rhodia Chemical Co., New York.

Men Wear Them Everywhere. The Florsheim Shoe Co., Chicago.

Millions Are Saying—Tasting Better Than Ever. General Cigar Co., New York.

More Than an Office Building. Fifth Ave. Building, New York.

More Than a Salad Dressing—A Food. Richard Hellmann, Inc., Long Island City, N. Y.

Most Luxurious Travel Fabric, The. L. C. Chase & Co., Sanford, Maine.

Nation's Building Stone. Indiana Limestone Quarrymen's Assn. Bedford, Ind.

The Nation's Host from Coast to Coast. Child's Restaurants, New York.

Nature's Sweet Restorer. (Mattresses) Simmons Co., Chicago.

Netting That Stands Alone. Indiana Steel & Wire Co., Muncie, Ind.

Never Say Dye—Say Rû. Sunbeam Chemical Co., Chicago.

Next to Safety First—First Aid. Johnson & Johnson, New Brunswick, N. J.

Nickolin "The Old Nick" for Nickel. Solarine Company, Baltimore, Md.

No Holes to Plug After They Are Removed. Elite Mfg. Co., Ashland, Ohio.

No Investor Ever Lost a Dollar in Miller Bonds. G. L. Miller & Co., New York.

No Other Tobacco Is Like It. (Prince Albert) R. J. Reynolds Co., Winston-Salem, N. C.

Nothing Acts Like Analas. McKesson & Robbins, New York.

Off When It's On—On When It's Off. Gould Storage Battery Co., New York.

Once Every Winter. Boyce & Vee-der Co., Inc., Long Island City, N. Y.

One Cigarette Sold the World Over, The (Melachrino) American Tobacco Co., New York.

One of the Few Great Watches of the World. Adolphe Schwob, Inc., New York.

Original Self-Contained Radio, The. Operadio Corp., Chicago, Ill.

Outfitters for the Home Grounds. Rosedale Nurseries, Tarrytown, N. Y.

Outlasts the Furnace Itself. (Furnace Pipe) Waterloo Register Co., Waterloo, Iowa.

Patented Edge Prevents Chipping, The. The Libbey Glass Mfg. Co., Toledo, Ohio.

A Perfect Mayonnaise. (Premier Salad Dressing) Francis H. Leggett & Co., New York.

Perfect Powder for Dentures, The. Corega Chemical Co., Cleveland, Ohio.

Pipe Without a Fault. Faultless Castings Co., Brazil, Ind.

Figures that show—

an impressive volume of Resort and Travel advertising and indicate as well

exceptional buying power—

because the Resort and Travel Departments of a newspaper are an accurate barometer of the financial standing, capacity and spending inclinations of its readers.

432,160 agate lines of Resort Advertising, 429,616 agate lines of Travel Advertising—the largest volume carried by any New England Newspaper were published during 1925 in the

Boston Evening Transcript

R. J. BIDWELL COMPANY
San Francisco Los Angeles

CHAS. H. EDDY CO.
New York Chicago Boston



Every Child! A Booster!

Get the kids—old and young—boosting for you. There is universal interest in toy balloons. National advertisers recognize that. They are using millions every month, buying in large quantities and re-selling to their dealers for use on days designated as special "balloon days," in introducing new products, and in conjunction with sales promotion campaigns of many kinds.

We furnish literature that promotes their sale to your dealers. Write us for prices and suggestions for their use as a part of your own campaign this year.

The PERFECT RUBBER CO.
61 Wayne St., Mansfield, O.

A Big Market—Served by A Big Paper

Few metropolitan dailies so thoroughly cover the territory they serve as the rapidly growing Tampa territory is covered by Tampa's Morning newspaper

The Tampa Tribune

The **FIRST** newspaper in Tampa—morning or evening—and leader in circulation and advertising lineage for a third of a century.

National Representatives

THE S. C. BECKWITH SPECIAL AGENCY

WANTED

Experienced Salesman

There is an opportunity for an experienced salesman of magazine space to join the sales force of one of the outstanding publications, which is among the leaders in circulation and advertising. Only an experienced salesman of proved ability would fill the requirements.

For such a man, we believe the opportunity we offer is a really exceptional one, not only for the immediate present, but, also, for the future.

Please write, giving your qualifications and experience in detail. All letters will be considered strictly confidential. Address "X," Box 29, Printers' Ink.

Pleasant Way to Reduce. Marmola, Detroit, Mich.

Pressing Service That Shapes Your Clothes, The. U. S. Hoffman Machinery Corp., New York.

Priced for Economy—Built for Permanence. Hart & Hutchinson Co., New Britain, Conn.

Prosperity Follows the Plow. Agricultural Publishers Assn., Chicago, Ill.

Pump of Compulsory Accuracy, The. Milwaukee Tank Works, Milwaukee, Wis.

Put It On Paper. The Wahl Co., Chicago.

Quality at Low Cost. Chevrolet Motor Co., Detroit, Mich.

Quality Is in the Limestone. The Woodville Products Co., Toledo, Ohio.

Quality Leaves Its Imprint. Richards-Wilcox Mfg. Co., Aurora, Ill.

Quality Part of Every Partition. Upon Co., Lockport, N. Y.

Queen of Distinctive Cigarettes. (Helm) P. Lorillard Co., New York.

Quickest Hot Cereal (Quick Cooking Oats) Hecker-H-O Company, Inc., Buffalo, N. Y.

Radiant Name in Radio. The The Magnavox Company, Oakland, Calif.

Radio-ize Your Phonograph. Magnavox Company, Oakland, Calif.

Recoat with Spracote. Spracote Products Corp., Brooklyn, N. Y.

Reduce the Cost But Not the Heat. Victor-American Fuel Co., Denver, Colo.

Refined Protection for Motor Cars. (Locks) Hershey Manufacturing Co., Chicago, Ill.

Replica of the Masters, The. Wilcox & White Co., New York.

Rest is Easy, The (Nightshirts and Pajamas) Ernest Simons Manufacturing Co., Port Chester, N. Y.

Restorations That Restore. Dentists' Supply Co., New York.

Right Shoes on Time. The B. Friedman Shoe Co., Inc., New York.

Rinses as It Whirls—Dries as It Whirls—Needs No Wringer. Geo. W. Dunham Corp., Utica, N. Y.

Road of Travel Luxury. Illinois Central Railroad, Chicago.

Roof for Every Building. A. Bird & Son, Inc., East Walpole, Mass.

Roof Without a Regret, The. Hawthorne Roofing Tile Co., Cicero, Ill.

Roofs of Permanence and Beauty. Hawthorne Roofing Tile Co., Cicero, Ill.

Safe, Swift, Silent "Lift." The Th: Turnbull Elevator Co., Toronto, Ont., Canada.

Salt Cellar of America, The. Barton Salt Co., Hutchinson, Kansas.

Salt Dentifrice, The. Bleachodent Dental Laboratories, Inc., New York.

Sanitary Cold Cream Remover, The. (Kleenex) Cellucotton Products Co., Chicago.

Saver of 1,000 Steps, A. Herkimer Specialties Corp., Cold Brook, Herkimer County, N. Y.

Saving Flour—It Goes Farther. The Hecker-H-O Co., Inc., Buffalo, N. Y.

See It and Forget It. Walker & Pratt Mfg. Co., Boston, Mass.

Selvaige Will Tell If Made by Migel. J. A. Migel, New York.

Sensation of Radio. Thermidyne



Put your
Advertisement
in

Punch
—The
Paper
that
is
England



Rates and particulars of
space available
from

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, FLEET STREET,
LONDON, E.C. 4, ENG.

**The Newest, Most
Up-to-Date Book on**

ADVERTISING

Its Problems and Methods

BY JOHN H. COVER

*Professor of Marketing, University
of Denver, formerly of Columbia
University, New York*

—Young men, seeking to gain
a comprehensive knowl-
edge of the whole of
advertising theory and
practice.

—Older men, wishing to
check up their methods in
the interest of efficiency
and economy,

—Business executives, who
need a quick survey of the
workings of modern ad-
vertising,

**ALL will find this new
book a highly profitable
investment.**

Written by a man who has won a
reputation for his ability to present
facts in a manner absolutely clear
and easily understood, this book
analyzes the problems and methods
of copy writing, layout, illustrations,
typography, choice of mediums, re-
tail, mail, and outdoor advertising.
It discusses choice of trade names,
packages, market analysis, selecting
the agency, dealer aids and other
important factors.

*With introductory chapter by
Percival White on Market An-
alysis. Fully illustrated and
indexed.*

Price \$3.00

D. APPLETON AND COMPANY
35 West 32nd Street, New York

Radio Corporation, New York.

Serve It in Silver. Benedict Mfg.
Co., East Syracuse, N. Y.

Shine in Every Drop. A. Black
Silk Stove Polish Works, Sterling, Ill.

Shining Success. A. C. P. Baker
& Co., Philadelphia, Pa.

Shoes for All the Family. Ground
Gripper Shoe Co., Cleveland, Ohio.

Silk Stockings That Wear. Gotham
Silk Hosiery Co., New York.

Sine of Merit. Daven Radio Corp.,
Newark, N. J.

Sings Its Own Praise. (Hosiery)
Rosenberg & Brand, New York.

Skin's Greatest Guardian. Frostilla
Co., Elmira, N. Y.

Sleepshield Service for Safer Sleep.
Gwynne L. Marion, New York.

*Small Enough to Mount on a
Stamp.* Engel Art Corners Mfg. Co.,
Chicago.

Specialty Shop of Originations.
Bonwit Teller & Co., New York.

Speed With Safety. Northern Texas
Traction Co., Fort Worth, Tex.

Spice to Taste. Stickney & Poor
Spice Co., Boston, Mass.

Sponge That Takes the Cake. The
Buella Louise Henry, New York.

Spring Step Shoes. Murphy and
Saval, Chicago.

Standard of Perfection. Logan
County Coal Corp., Cincinnati, Ohio.

Standard of Reception. The F. A. D.
Andrea, Inc., New York.

Stay-Satisfactory Range. Malleable
Iron Range Co., Beaver Dam, Wis.

Step Thru, Button Two. The Seal-
pax Co., Baltimore, Md.

*Stiffer and Stronger and Made to
Last Longer.* The Upson Co., Lock-
port, N. Y.

Store of Individual Shops. Frank-
lin Simon & Co., New York.

Stove With Focused Heat. The
Florence Stove Company, Boston,
Mass.

*Style for Any Taste, A Fit for
Every Foot.* The Florsheim Shoe Co.,
Chicago.

Styles for Every Room in the House.
(Sanitas Wall Covering) Standard Tex-
tile Products Co., New York.

Such Popularity Must Be Deserved.
(Chesterfield) Liggett & Myers To-
bacco Co., New York.

Sunshine Belt to the Orient. Dollar
Steamship Lines, San Francisco, Calif.

The Sunshine City. St. Petersburg,
Fla.

Superior Interior. The. (Upson Board)
Upson Co., Lockport, N. Y.

Sustained Quality. Associated Oil
Co., San Francisco, Calif.

Tain't Gwine Rain No Mo'. Pioneer
Rubber Mills, San Francisco, Calif.

Takes the Dust Out of Industry.
Norris-Patterson, Ltd., Montreal, Que.,
Canada.

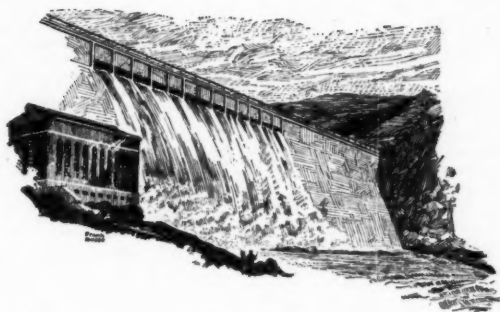
Taste Tells the Tale. The. Spark-
lin-Ale Co., Martins Ferry, Ohio.

There's Double Wear in Every Pair.
Dryden Rubber Co., Chicago.

*There's an Easy Glide to the Wabash
Slide.* B. Walter & Co., Wabash, Ind.

They Keep the Springs Like New.
Houde Engineering Corp., Buffalo, N. Y.

They Last Forever. Jamestown Panel
Co., Jamestown, N. Y.



Industry depends largely upon transportation, raw material, labor of the right type, and dependable, economical power

Manufacturers in Georgia find raw material of many kinds, either at their door or within easy reach. They find an ample supply of the very highest type of Anglo-Saxon labor. They find hydro-electric power as dependable in its constancy as can be found in any section. Manufacturers, who have investigated the industrial possibilities of Georgia, know that, when developments either already under way or that will be started within the current year are completed, the power supply will be far in excess of the demand. But no sooner will these projects be completed than work will be started on others.

Georgia offers much to manufacturers of many lines. We will gladly send you complete information.

GEORGIA RAILWAY AND POWER CO.
A CITIZEN WHEREVER WE SERVE

They Last Longer. National Fiber-stock Envelope Company, Philadelphia, Pa.

Thorobred of Folding Chairs. The Herkimer Specialties Corp., Cold Brook, N. Y.

Tire With the Gum-Weld Cushions. The India Tire & Rubber Co., Akron, Ohio.

To Be Sure It's Pure, Be Sure It's Purox. Purox Co., Denver, Colo.

To Restore Loveliness to Footwear. (Shoe Dressings) Everett & Barron Co., Providence, R. I.

Tonic Fruit. The American Cranberry Exchange, New York.

Tools You Can Sell With Confidence. Marion Tool Works, Inc., Marion, Ind.

Travel With Everywear—Everywear Travels Everywhere. The Raubach-Goldsmith Co., Newark, N. J.

Tube to Buy to Satisfy. The The Magnavox Co., Oakland, Calif.

Two Buttons on the Shoulder, None Down the Front. The Sealpax Co., Baltimore Md.

Ultimate in Radio Reception. MacLaren Manufacturing Company, New York.

Used While You Sleep. Vapo-Cresolene Co., Montreal, Que., Canada.

Wares, That Men Wear. Stone Brothers, Brookline, Mass.

Watches Your Weight. (Scales) Jacobs Bros., Inc., New York.

Wears Longer. Davenport Hosiery Mills, Chattanooga, Tenn.

What a Whale of a Difference Just a Few Cents Make. (Fatima) Liggett & Myers Tobacco Co., New York.

What the World Rests On. O. D. Baker Co., Boston, Mass.

Where Service Counts We Win. Chandler Hardware Co., Sylvania, Ohio.

Where Your Money Earns More While You Rest Easier. The Elliott-Horne Co., Los Angeles, Calif.

White Paint That Stays White. The New Jersey Zinc Co., New York.

Why Not Smoke the Finest. (Dunhill Cigarettes) Alfred Dunhill Co. of London, New York.

Will You Pass It Up—Or Take It Up. George W. Dunham Corp., Utica, N. Y.

Wings of the Morning. (Schilling Coffee) A. Schilling Co., San Francisco, Calif.

Wings of Steel. (Ice Skates) Nestor Johnson Manufacturing Co., Chicago, Ill.

Winter Playground of America. The San Antonio, Texas.

Wipe Off the Dust. (Sanitas Wall Covering) The Standard Textile Products Co., New York.

Without Grounds for Complaint. (Coffee) Alexander Balart Co., San Francisco, Calif.

Wood That Nature Armed Against Decay. The Red Cedar Lumber Manufacturers Assn., Seattle, Wash.

Wrought from Solid Silver. International Silver Company, Meriden, Conn.

Yard Near You. A. Comfort Coal-Lumber Co., Hackensack, N. J.

You'll Like Our Krust. Excelsior Baking Co., Minneapolis, Minn.

Retailer's Advertising Ties Up with Social Event

Upon the occasion of a recent important social event at Detroit, the Newcomb-Endicott Company, a department store of that city, used newspaper advertising which tied up the event with a special exhibit of evening clothes. The headline of one advertisement read: "When Society Sits in the Diamond Horseshoe." The copy told of the event, which was a joint recital of a visiting opera company and two ballet groups. It then announced that a special purchase of evening clothes and accessories had been made for the concert.

Join Staff of "Maclean's"

E. C. Calder and V. E. Heron have joined the advertising department of *Maclean's*, Toronto. Mr. Calder is taking over work in the Central States territory. He was formerly with the Edwards Publication Company, Toronto. Mr. Heron has been with the Winsten Publishing Company, also of that city.

Firm Name Changed to That of Product

The Indiana Piston Ring Company, Hagerstown, Ind., manufacturer of Perfect Circle piston rings, has changed its name to The Perfect Circle Company, to more closely identify the company with its advertised product.

Auburn Automobile Earnings Show Large Gain

The Auburn Automobile Company, Auburn, Ind., reports net earnings, after charges, of \$273,000 for the first quarter of 1926. This compares with \$38,000 in the corresponding period of 1925.

Edgcomb-Newham Forms Sales Company

The Edham Company has been formed to handle the sales of the Edgcomb-Newham Company, Ltd., Vancouver, B. C., manufacturer of Edham Kolored shingles.

Chicago Agency Opens Buffalo Office

Louis H. Mertz & Sons, Inc., Chicago advertising agency, has opened an office at Buffalo, N. Y. Burton Bigelow is manager of the new office.

Knox Hat Sales Rise

The Knox Hat Company, New York, reports sales of \$5,947,555 for 1925. This is an increase of 11.8 per cent over sales of the previous year and of 241.8 per cent over 1915. Net earnings, after charges, were \$462,918 last year.

Seattle Has Turned to Its MORNING Paper!

Publishers' Official Government Statements, just issued and covering the six months' period ending March 31, 1926, compared with the six months ending September 30, 1925, reveal the interesting information that the Post-Intelligencer leads all Seattle newspapers in *Week-Day* Circulation and has materially increased its *Sunday* supremacy! Here are the official figures which prove conclusively that the Post-Intelligencer is *Today*—and will be *Tomorrow*—the best advertising investment in this prosperous community!

Week-Day Circulation:

Post-Intelligencer	- - *	83,454
Star	- - - - -	82,841
Times	- - - - -	76,587
Post-Intelligencer Week-Day	GAIN—	9,116
Star Week-Day	GAIN—1,310
Times Week-Day	LOSS—1,459

Sunday Circulation:

Post-Intelligencer	- - *	147,531
Times	- - - - -	103,440
Post-Intelligencer Sunday	GAIN—	11,892
Times Sunday	Gain— 559

*Three months' statements (January-March, 1926, inclusive) to the Audit Bureau of Circulations covering Seattle Newspapers will be issued very soon. For later detailed information check these reports.

Seattle Post-Intelligencer

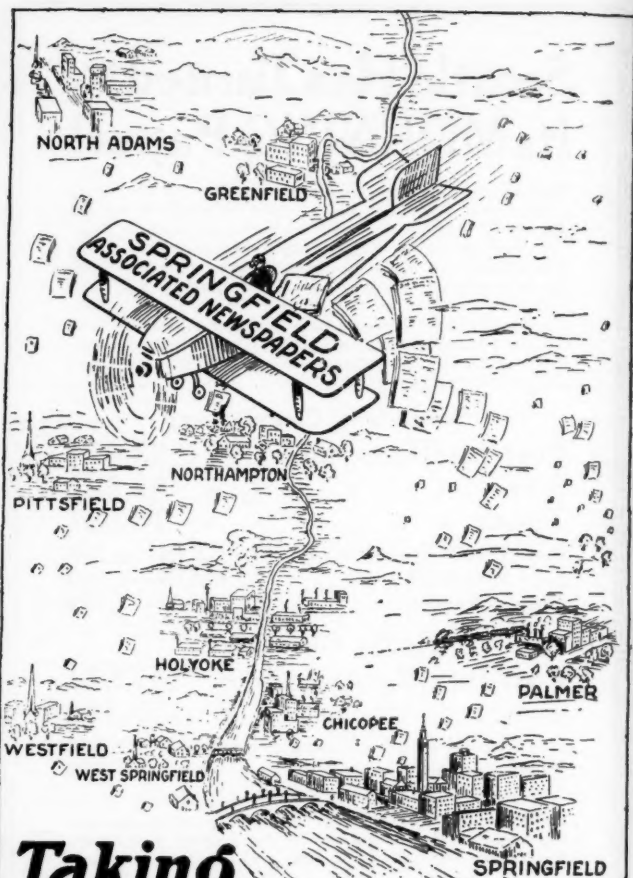
Seattle's Only Morning Newspaper

FIRST in CIRCULATION!

W. W. CHEW,
285 Madison Ave.,
New York City

W. H. WILSON,
915 Hearst Building,
Chicago

T. C. HOFFMEYER,
Monadnock Building, San Francisco



Taking Your Message To Western New England

122,000 DAILY 67,000 SUNDAY

At One of the Lowest Milline Rates in New England

Should a Company Pay a New Employee's Moving Expenses?

WELDON MANUFACTURING COMPANY
GRAND RAPIDS, MICH.

Editor of PRINTERS' INK:

Is it, or is it not, customary for companies employing a new sales manager, for example, to pay the moving expenses and railroad fare of himself and family from another city to his new location?

This is a little different from the proposition of a company moving its district managers or salesmen from one location to another.

It is hoped that you may have information on file which will enable you to give us an early response to this inquiry.

WELDON MANUFACTURING COMPANY
PAUL P. ROHNS,
Vice-President.

MATTERS of this sort are usually subject to special arrangement. If the sales manager is successful and his prospective employers are anxious to get him, the chances are that they will offer to pay his moving expenses and will make him any other inducements that may be necessary.

On the other hand, if the sales manager is looking for employment, it is likely that the question of his moving expenses will not be introduced in the negotiations. He will be glad to pay his own expenses and to do anything else to get the job.

As our correspondent correctly surmises, the situation is not the same as when a company moves an executive, already in its employ, from one office to another. In that case it is customary for the company to pay all expenses incident to the move.—[Ed. PRINTERS' INK.]

Hercules Powder Profit Increases

The Hercules Powder Company, Wilmington, Del., reports a net profit of \$667,408, after depreciation and taxes, for the quarter ended March 31, 1926. This compares with \$604,224 for the first quarter of 1925.

Joins Montreal Agency

Miss Marion T. Young, formerly with the Montreal *Daily Star*, has joined the Dominion Advertisers, Ltd., also of Montreal.

Built upon a rock in a rich and prosperous community

Newspaper Advertising,
surely pays most where it is
accepted at its face value.

The York, Pa. Gazette and Daily

over a number of years has been selecting its news and advertising with the greatest care and caution so that as far as it was able it has printed only facts upon which its readers could entirely rely. It did this as the result of a studied policy for the purpose of creating a feeling of entire confidence on the part of its readers in the printed word as it appears in *The Gazette and Daily*.

The result is a reader confidence from which advertisers whose copy is acceptable can obtain unusual results.

*(Covers the whole field
completely and intensively)*

Howland and Howland National Representatives

NEW YORK
393 Seventh Ave.

CHICAGO
360 North Michigan Avenue
PHILADELPHIA
Ledger Building

How Estate Stove Uses Standardized Sales Presentations

This Company Has Developed a Sane Method of Uniform Selling Work

By Wilfred Kean

Assistant Sales Manager, The Estate Stove Company

PROBABLY no single principle of sales management has aroused more difference of opinion among sales executives than the standardized canvass. On studying the opinions of those for and against the standardized sales presentation, it will be found that they can be summarized somewhat as follows:

For the standardized presentation:

1. It gives the salesman a definite program with which to work. He knows exactly how he is going to approach his prospect and what he is going to say to him. It does away with the haphazard procedure so common to many salesmen.

2. It covers every selling argument, and makes sure that none of them is overlooked.

3. It gives the salesman a definite point to which to return if he is sidetracked during his presentation.

4. The salesman does not always realize the relative importance of all of the selling points. A standardized presentation brings these out in logical order, putting the proper emphasis on the more important points.

5. The salesman does not always have the ability to express himself freely. The standardized demonstration gives him forceful language and the most effective means of presenting sales advantages.

6. There is less danger in a new man going out with a standardized demonstration than in making up one for himself.

7. It offers a more rapid method of training for the salesman.

Against the standardized demonstration:

1. It is too inflexible and cannot be readily changed to meet varying conditions, and to con-

form to the various classes of buyers. You cannot talk to one man as you talk to another. You cannot use the same arguments in all conditions and under all circumstances.

2. It lacks enthusiasm and sincerity. Most salesmen who are using a standardized canvass betray it by their method of presentation. They tend to become mechanical, and their talk becomes parrot-like and stilted. Many salesmen become nothing but phonograph records and of little more value.

3. It kills the salesman's initiative and alertness. He does not have to think during the presentation and consequently he is not wideawake mentally when objections or arguments are brought up.

In the writer's opinion, the arguments against a standardized demonstration in most cases outweigh those in favor of it. However, the standardized canvass undoubtedly has its uses. In certain propositions, it will be found more successful than any extemporaneous method of presentation. In other propositions, where there is a definite product to demonstrate, this can be done in a standardized manner, as the N. C. R. standardizes its demonstrations. In still other propositions, standardized sales arguments and demonstration points can be used without any effort being made to standardize the method or sequence of presentation.

WHEN TO USE STANDARDIZED TALKS

Standardized methods can be used very effectively in the following ways:

1. In one-call specialty propositions, such as books, office specialties and many house-to-house propositions.

2. The opening can be stand-

The Decisive Change in San Francisco!

The Daily News
is NOW SECOND
in the evening field

Note the Circulation Totals for the last
six months

<u>News</u>	<u>Bulletin</u>	<u>Call</u>
68,120	64,175	101,098

and now compare the progress of these
mediums for 12 years

year	<u>News</u>	<u>Bulletin</u>	<u>Call</u>
1914	33,572	111,064	105,835
1926	68,120	64,175	101,098
	<u>Gain 34,548</u>	<u>Loss 46,889</u>	<u>Loss 4,737</u>

In this twelve year period

The Daily News MORE THAN DOUBLED its circulation

The Call has never attained its former high peak

and The Bulletin Lost 46,889 or more than 42 per cent.

THE DAILY NEWS

A Scripps-Howard Newspaper

National Representatives

ALLIED NEWSPAPERS, INC.

New York
Seattle

Chicago
Los Angeles

Detroit
San Francisco

"Top-Notchers"

Advertising campaigns, planned and executed to give maximum results, generally use those mediums which are known as "top-notchers."

THE BILLBOARD, catering and covering the theatre and entire show field by large odds in circulation is the logical medium to reach a big buying field in concentrated form.

If large "trade" circulation, high prestige and reader's confidence mean anything to you, why just send for our latest A. B. C. report.

THE BILLBOARD PUBLISHING
COMPANY

1560 Broadway, New York

Chicago
St. Louis

Cincinnati, Ohio

Philadelphia
Kansas City

WE'RE serving some
of the shrewdest
buyers of advertising
composition. They are
people who demand
and receive the utmost
in service, fine crafts-
manship and economy



SCHMIDT & LEPIS

Typographers • Printers

240 - 248 WEST 40th STREET
NEW YORK CITY

Pennsylvania 7210-7211

ardized in a large percentage of cases where little or nothing is known about the prospect before the interview.

3. The demonstration of a sample or the product itself can be standardized. A prospect is more likely to sit through a demonstration of an actual article without making many comments than he is to sit through a general sales talk, and the salesman can usually follow a pre-arranged plan of demonstration.

4. Standardized phraseology can be used for the principal sales arguments.

The Estate Stove Company has, for some time, standardized certain parts of the sales presentation for its sales force, as well as suggested a standardized demonstration method for the retail salesmen to follow. When we first put out the Estate Heatrola, we found, as is common among manufacturers of any appliances operating on new principles, that the biggest handicap in getting the sales story to the prospective ultimate purchaser was the lack of knowledge of the average retail dealer and clerk, or their inability to explain the features in an intelligent way, even if they knew them. We found that many retail salesmen who really knew the advantages of the appliance, often were at a loss to know how to present them most effectively. They did not have a proper appreciation of the comparative value of certain points and their presentation often lacked force and logic. Sometimes they would start at one point and other times at another and many of the most important points would often be left out entirely.

To overcome this tendency, we furnish retail salesmen with a standardized way of demonstrating the Heatrola. It is passed on to them through a sales manual, and was made the subject of a playlet in our dealers' sales schools of last year.

The salesman is given suggestions for getting the prospect into the store, or for getting the Heatrola into the home for a demonstration. He is urged to get the



ACCURATE REPRODUCTION

GOOD reproduction enables the multitude to enjoy an original in all its pristine beauty. (Movies—Phonographs—Radio—Printing Plates, etc.) But the effectiveness of the original depends upon faithfulness of reproduction. The reproduction must not change, alter, impair, nor deflect from the original.

Jahn & Ollier manifest a devotion to exactness in the manufacture of engravings. Highly skilled employees, and every conceivable mechanical means to obtain precision and accuracy, assure you of reliable printing plates when you use Jahn & Ollier services.

Talk over your next illustrating problem with us; anytime, anywhere—no obligation.

JAHN & OLLIER ENGRAVING CO.
Illustrations - Ideas - Photographs
Printing Plates for black or colors
 Telephone Monroe 7080
 819 W. Washington Blvd. CHICAGO

Twentieth Century Advertising

By George French

To a sound knowledge of advertising mechanics, the material in this work will add that broad comprehension of every important method and development of modern advertising and selling that marks the difference between the man who knows his business, and the one who lacks full rounded professional impressiveness.

It covers every phase of advertising, indicating the beginnings of them all, and following their development to the present time, and in some cases, looking

critically into their future. It studies the growth of advertising through its haphazard beginnings, through its formative years, to its final development into an exact science. The author has succeeded in making plain, how and why these developments have come about,—how advertising has become the great trade promoter of the times, and thus, how it can be utilized to develop modern business.

A large, beautiful book mechanically—44 chapters—107 illustrations—600 pages.

Sent Gladly for Examination

D. VAN NOSTRAND COMPANY,
 18 Warren St., New York, P.I.W.5-26

Send me George French's "20th Century Advertising." I will mail it back within ten days or mail you \$6.00.

NAME.....
 ADDRESS.....
 CITY.....



A Bigger And Better Opportunity For Outdoor Advertising Salesmen

IF you are seeking a better opportunity in the outdoor advertising field; if you are a hard and consistent follow 'em up worker with genuine enthusiasm; if you want to forge ahead faster than you ever did before, then get in touch with us.

We need outdoor advertising salesmen, men who have a record of achievement, who know how to work with and for the clients they serve. If you are in earnest, have decided to take the bit in your teeth, determined to carry the message to Garcia, there is a golden opportunity here with us.

No organization that we know of has forged ahead so rapidly. No group of workers is more enthusiastic. If you have the adaptability, understand advertising and merchandising and can work with big business as well as with the little fellow, then there's a real place for you in a high-powered sales organization.

Address or call

Outdoor Advertising Inc.

M. WINEBURGH, General Manager

1457 BROADWAY

NEW YORK, N. Y.

Phone Wisconsin 4076-4077-4078

prospect comfortably seated in front of the appliance, and with this done the standardized demonstration starts.

The salesman is shown which points to bring out first, the logical order of the various points and the most effective way of presenting and demonstrating each. With the demonstration closed, suggestions are given for meeting objections and closing the sales, but no effort is made to standardize these.

The experience of retail dealers and salesmen using the demonstration indicates that customers, comfortably seated in front of the appliance itself, with a minimum of outside attractions to draw their attention, will allow the presentation to be given approximately as planned, and that the demonstration is far more effective than when it is left to the individual salesman's initiative.

A very similar plan has been followed for our own force calling on the dealers. We make no effort to standardize their procedure, but for the last few years we have standardized the method of presenting the advertising and merchandising plans for the year.

USES GRAPHIC APPEAL TO HOLD DEALER'S INTEREST

In order to make the presentation as forceful as possible, we have always made it graphic, combining the visual appeal with the auditory. Last year, we used a series of cards, giving each step of the year's campaign in logical order. This year, we are using a portable film projector. The projection can be made on the wall, on a piece of cardboard, on the ceiling if necessary, or on a piece of paper as small as a blotter held a few feet in front of the projector. It is not necessary to use a dark room for the projection, and only an ordinary lamp socket attachment is necessary.

It is a novel way of presenting the sales argument, arouses the dealer's curiosity and will often gain his attention where ordinary methods would fail. The dealer's mind is more easily kept on the

PIG IRON

CHARLES G. NORRIS' latest novel is only one of hundreds of books that we have printed for E. P. Dutton & Co. It reached its 32nd edition in an amazingly short time without taxing the capacity of our printing and binding establishment in the least.

The same organization that handled the "Pig Iron" output so successfully is at your disposal for the printing and binding of catalogs, booklets, broadsides—in fact, for all direct advertising material.

And remember, there are no extra charges when you buy *printing that sells* from a printing and binding establishment that is conducted without a creative department.



**BRAUNWORTH & COMPANY,
INC.**

**60 BROADWAY
BROOKLYN, N. Y.**

Telephone Stagg 6300

Copy-writers!

Here's the final word on every puzzling question

THE DESK REFERENCE BOOK

By **WILLIAM DANA ORCUTT**

A revised and greatly enlarged edition of "The Writer's Desk Book" which for years has been the standard of good usage in agencies, business firms, printing houses and newspaper offices. Here, for quick reference, is the answer to every question of punctuation, capitalization, spelling, abbreviations, letter-writing, etc. An indispensable tool for copy-writers.

Only \$1.50! At bookshops or from
FREDERICK A. STOKES CO.
443-4th Ave. New York

Yes—Acorns are very welcome

"That's no place for me" said the small advertiser when he saw a picture of the magnificent reception room of an advertising agency. "Well, then come to us" say we. Making the most of the small appropriation, helping acorns grow into oaks: that's our work. So—what's your problem?

Cornel Ridderhof

Advertising
Times Building
New York

subject at hand, and is not so inclined to wander as when he has only the salesman's talk to listen to. The dealer is not so likely to interrupt the salesman and to break into his selling talk. Lastly, the appeal is made to two separate senses, the visual as well as the auditory, which, according to psychologists makes several times as strong an impression as when only one sense is used.

The comments of some of our salesmen, after several weeks of using this machine, are very interesting. Naturally, there was some antagonism among men who felt that the use of a demonstration method of this kind would be inclined to destroy their own individuality and initiative. However, after a trial, the salesmen seem to have taken to this form of presentation very well. One salesman commented as follows:

"I started out with the firm conviction that this thing was a novelty, feeling that I would have to be more or less of an actor or show-off artist to use it. Consequently, I put the machine in my grip for thirty days and forget all about it. Then, one day I was battling with a dealer for about three and a half hours. I had gone over my entire presentation from beginning to end and from the end back to the beginning again. He could not make up his mind to turn me down definitely, and I could not get his order. Then, while sort of groping around for something else to say before giving up the battle, I happened to think of this projector. I got it out of my grip, attached it, and then went through the presentation with the dealer.

"He went through all of it with me, and did not seem to notice that most of the things I presented to him were a repetition of what I had already told him. Evidently, he was getting some ideas that he had entirely failed to get from my verbal presentation. Not only this, but although I had talked to him for hours previously he was not as fidgety as he had been when I talked to him before and, to my surprise, I did not feel half as



MODERN RETAILING

IN THE memory of men still young is but dim recollection of days when loose goods were sold.

☪ Truly, this is the *package age!* ☪ Won't you write?

BROOKS BANK NOTE COMPANY
Springfield, Mass.

New York

Philadelphia

Boston

Lithographed Folding Boxes—Labels—Window Display
Advertising—Commercial Stationery

Eastern Distributor WANTED

(The Postscript on this advertisement may interest you—regardless of location)

We manufacture three distinct and totally different lines in the Missouri Valley. One of these lines includes items for sale to merchants (for their own use) with a price range of \$3.75 to \$50. . . . Another line is a piece of playground equipment selling at \$175 to schools, parks, country clubs, private estates, etc. . . . Another line is in the farming implement class and sells through dealers. Each requires personal salesmanship of different type. Lines have been on market 5, 1 and 28 years respectively—EACH A PROVEN SUCCESS.

The man we are seeking has had a varied and successful experience in merchandising. He will need from \$2,000 to \$3,000 at the start, and must show us that he has \$15,000 to \$25,000 available when his growth requires that amount of working capital to handle carlot business.

We have been in New York two years with the first mentioned one of these lines, and our office is in one of the Grand Central District's finest buildings.

The man who can start "at scratch" and develop the eastern field as successfully as we have developed the west can "write his ticket" for \$25,000 to \$50,000 net profit annually.

The sales manager of our Company is willing to spend 30 days in the New York office with the man selected—but the man we select will have to stand a mighty rigid investigation before we close contract. Neither capital nor personal ability alone will do—but it is a glorious opening for a man with both.

Write fully and in confidence. Request for further information is useless unless accompanied by detailed information—age, experience, nationality, financial condition, etc.

P. S. In addition to a full line Eastern Distributor we have some openings—scattered—for more local development and will be glad to hear from good men elsewhere.

(N. B. The above has been handed to us for insertion by a manufacturer whose advertising this agency has handled for several years. All inquiries will be promptly forwarded. We have known the manager of this organization intimately for the past 12 years, and from what we know of him and his company, we feel that this opening should prove a remarkable opportunity for any executive who can meet his requirements.)

SHIELDS & COLCORD, Inc.
1623 Harris Trust Building
Chicago, Ill.

foolish or half as useless in using this machine as I thought I would. I was afraid before using it, that my customers would think I was putting on a kind of Punch and Judy show, or that I was merely a school boy sent out to recite a piece because I did not have initiative enough to think up my own sales talk."

The salesman uses this presentation on his first trip through his territory to present our 1926 proposition to the dealer. The films cover principally the following subjects:

1. History of the success of the Estate Heatrola.
2. A comparative sales record of the Heatrola since the time it has been placed on the market.
3. Exclusive selling features of the Heatrola by diagrams.
4. A record of the advertising campaigns of the past.
5. New features of construction.
6. 1926 merchandising plans in detail, showing full outline of the spring, summer and fall campaigns, with reproductions of some advertisements to be used.
7. Testimonials from dealers as to their sales success.
8. Illustrations of various merchandising helps, newspaper electros, etc.
9. The advantages of early sales plans are outlined step by step.
10. The presentation closes with a summary of the value of the Estate agency.

Separate presentations are made for Estate gas ranges in a similar way. The presentation is intended only to bring the dealer up to the point of real interest, presenting the various sales arguments in a more logical and more forceful manner than the average salesman's presentation.

To sum up, a standardized presentation is valuable only in a small percentage of cases. Judiciously and properly used, in certain types of propositions, or during parts of the sales presentation or in the demonstration of an article, it can be made a very forceful method of presentation, especially if it can be made concrete or graphic. This method presents every argument in a forceful manner, does away with over-looking some of the vital details, and is not affected as much by the fluctuating efficiency of the individual salesman as the extemporaneous presentation.



That Outside Point of View

We walked into the reception room of a noted perfumer and commented on the odor which pervaded it.

"Do you notice it?" he asked in surprise.

We told him the place smelled like a breath from Araby the blest.

He said he was blessed if he could smell anything. He was so accustomed to the odor he had ceased to notice it.

Sometimes it is something important of which the manufacturer is no longer conscious, to which he has become so accustomed that for him it has ceased to exist.

One service we try to render each client is the outside point of view—to continue to look at his methods and his goods as the customer sees them—and we endeavor to preserve this point of view no matter how long we are associated with a business.

CALKINS & HOLDEN, Inc

247 PARK AVENUE, NEW YORK CITY

The
BOARD OF DIRECTORS
of
FRANK SEAMAN
INCORPORATED

*announces the election
of the following officers:*

President . . . WALTER R. HINE
Vice-President EDWARD M. PRATT
Treasurer . . . JULIAN SEAMAN
Secretary . . . H. VAN H. PROSKEY


CHAIRMAN

APRIL 28TH, 1926
470 FOURTH AVENUE
NEW YORK CITY

When the Retailer Becomes a Na- tional Manufacturer

(Continued from page 6)

pulled and wrapped in the front of the stores, however, as we have found that the human interest appeal in watching the taffy being wrapped in the old days when it was wrapped by hand, and the curiosity of the public as to intricate machinery in watching the taffy machines now do the work, have been of utmost value to us in building up our business. We have carefully checked and conservatively estimate that when our machines are running in the stores continuously they net an increase of at least 25 per cent in business for the day.

It became almost a universal custom for visitors to take home some Salt Water Taffy as a practical souvenir which would please the children at home and show the neighbors that the visitor had been to the famous resort. After thirty-five years of the stores on the boardwalk, the five stores which grew from the little candy stand were selling nearly 1,000,000 pounds of Salt Water Taffy every year to people from all parts of the country. On our books, at that time, we found several hundred thousand names of people who bought from us by mail after they got home. These names naturally seemed like the nucleus for a more widespread distribution. How best to use them was the question.

A careful analysis was made by an expert in the mail-order business, but it was decided that the normal unit of sale was not high enough to warrant a campaign for a mail-order business on this one item.

The next consideration was the plan of putting the taffy on sale through the normal trade channels of jobber, dealer to consumer. The question arose whether this should be done on an intensive territorial basis or on an extensive general coverage throughout the

country. That was where our boardwalk customers came in. In our five boardwalk stores we were in constant and intimate contact with millions of consumers not merely from one particular territory but from all over the country. Our parcel post mailing records showed that over 48 per cent of the orders were sent West of the Alleghanies. Our market therefore, was not territorial but national.

We discussed our problems with several advertising agencies. The suggestion we adopted was the slogan "Buy It in Your Home Town" to combat the habit of the public of looking for taffy only when at the seashore. This slogan was used not only in all of our advertising copy, poster panels, dealers' helps, etc., but was reproduced everywhere possible on our packages and enclosures. For instance, the slogan appears four times on each taffy wrapper, twice on each box and once in the enclosure. Also on parcel-post containers, bath house valuables, bags and all other printed matter. Thus through our boardwalk sales alone we broadcasted our slogan some 300,000,000 times in 1925. We also made a considerable investment to tie up with the Easter season and ran a coupon to encourage sales by mail if the customer couldn't buy it in his own town. In addition to our large space national advertising, we used business papers, posters and many other forms of advertising.

To link up closer with Atlantic City we enclosed in each box a souvenir folder in color which gives views and information about all boardwalk amusements and general notes of interest about Atlantic City, and of course some information about our product.

We took on only three salesmen to carry out our idea of getting broad distribution. These men spent most of their time in telling jobbers and brokers about the demand and opening up local territorial brokerage or exclusive jobbing connections. In almost every territory they visited, the representative jobber had visited

Here is a Sales Executive whose services will be available July 1st.

A fifteen year record of splendid accomplishment.

Now in charge of national sales force which he personally recruited and trained.

Thoroughly familiar with trade conditions and has traveled all parts of U. S.

This unusual man is an American, about forty-five years of age and would like to open up negotiations and give full particulars to any manufacturer who may be interested.

Address communications to the Greenleaf Company, 80 Federal Street, Boston, Mass.

Eastern Representation

Advertising salesman with record for results wants to represent several class, technical or trade magazines on a commission basis. Territory: New York City and State, New England, Eastern Pennsylvania, New Jersey, Maryland and Delaware. Has had executive experience in all departments of the publication of such magazines: Editorial, business management, circulation and the selling of advertising. Has established office in New York City and sufficient number of associate salesmen to assure adequate coverage and close contact. Address "V," Box 157, care of PRINTERS' INK.

Atlantic City at some time or another and was familiar with our product. Thus again we cashed in on the good-will obtained in our home town.

Within less than nine months of the swing around the country by these salesmen, preceded and followed by letters and broadsides, we had established a representative distribution in forty-seven States through some 450 jobbers. Our men worked extensively and fast rather than intensively, though in some cases a man would spend a half day on request with a jobber's salesmen in order to give them a good start.

Our experience with jobbers and the reason we have recently changed our selling methods may be of interest to local manufacturers who are planning to branch out.

Last November, we realized that we would either have to build up a more extensive sales force or use some such organization already established. We knew manufacturing but were not skilled at selling. In some cases jobbers did give us whole-hearted support because of the exclusive arrangement and produced a fine volume of business for us in their respective territories. But in many other cases it became evident that the jobber wanted the exclusive arrangement with us merely to prevent one of his competitors getting the taffy and pushing it.

After we found that a certain exclusive jobber was not making real headway in a city or territory where we knew we had many friends and customers and we wanted to change, we were up against a very definite difficulty. Other jobbers in the vicinity when we came to them and offered the line on the same exclusive arrangement were resentful of the fact that we had given the right to their competitor first. They didn't like the idea of playing second fiddle and taking on our product to push it after their competitor in the same territory had handled it previously.

So we dropped the exclusive selling plan and placed our sales

ATTENTION!

Advertisers and Advertising Agents

The Federal Trade Commission is now holding hearings on the complaint it has issued against the American Association of Advertising Agencies, the American Newspaper Publishers Association and others charging a conspiracy to compel publishers to accept direct advertising at gross rates only.

In the official reports of these hearings there is much information that has never before been disclosed to the whole advertising business.

All who are interested in getting fundamental information on the present day advertising agency system should get a copy of the official report of this hearing obtainable only from us.

Your inquiries are invited.

SIDNEY C. ORMSBY COMPANY

OFFICIAL REPORTERS

Federal Trade Commission

217 Broadway

New York City

AVAILABLE SALES MANAGER

or

ASST. SALES MANAGER

Young man, twenty-five, college education, desires position as sales manager or assistant sales manager.

Experience, 3 years' advertising agency, acted as account executive. Left agency one year ago for position as sales manager which I now occupy. Handled force of twenty men, nationally advertised product. Address "L," Box 21, care of Printers' Ink.

Unusual Ability

AVAILABLE

A man of unusual ability, for six years with a leading building material manufacturer is now available. He is a red-blooded fighter, knows advertising, and how to manage a department successfully. Has had wide dealer experience. Wants advertising or merchandising connection where ability plus hard work will count. Chicago preferred: salary \$6000, elsewhere \$7500. A rare find, and if you have opening or know of one write

"E.H." Care George Pearson
J. Walter Thompson Company
Chicago

in the hands of a general sales agent for the whole country who has branches in other countries as well. This outside sales organization handles some eleven non-competing brands in addition to our product, most of which articles are in the drug and grocery line. It has about fifty salesmen operating throughout the United States, forty in Canada and corresponding numbers in South America and other parts of the world. In the last few weeks we have started exporting in some quantity to Guatemala, San Salvador, and the Hawaiian Islands.

Under this new arrangement in a great many cases the jobbers who were doing well with the taffy under the previous exclusive arrangement are doing just as well on the present general selling policy as they were before.

This proved to me that the right sort of jobber who has an aggressive and wide-awake organization will do just about as well and co-operate just as fully without the exclusive arrangement as with it.

We are going to keep on advertising at Atlantic City, with our poster panels and the rest and by means also of dealer helps and package inserts, and will probably as time goes on, add advertising in certain localities telling our customers to buy the Salt Water Taffy they first got to know at Atlantic City, in their own home town.

That is how the little candy stand became a manufacturing company with distribution in forty-seven States and several foreign countries and we hope the spreading out process is just beginning. People in all parts of the world have a liking for candy, and will appreciate an unusual product with a real history behind it. The world is our market and we are going out to get our share of the money spent for sweets in all parts of the world. All we need, as I see it, is a continuation of the policy of adding to our friends, keeping up quality and telling people about what we make and how it can add to their enjoyment of life.

MR. E. C. TATNALL

FORMERLY

ADVERTISING DIRECTOR

of

The

WARD BAKING
COMPANY

Has become
a member of the
Organization
of

**Sheridan
Shawhan
&
Sheridan**

Inc.
Advertising Agents
366 Madison Avenue
New York

SOME BIG MAN WANTS ME I Want An Employer

I can take orders.
I can give orders.
I can get along with
superiors, associ-
ates and subordi-
nates.

I can read English
understandingly.
I can write under-
standable English.

(I use the principal
foreign languages,
too.)

I have ideas.

My experience is
long and varied,
but I am in the
middle thirties.

I am still young in
spirit.

I am a chemical engineer with a long and broad scientific and practical training. By engaging in consulting work and writing for numerous trade and technical journals, I have kept in close contact with the various branches of technology.

That's the broad of it.

I have engaged in manufacture, all the way from turning the valves and time-keeping to superintending the factory and to directing the research laboratory. I have a moderate knowledge of markets, sales development and advertising, in addition to laboratory control and research and manufacturing experience.

That's the long of it.

**Some Big Caliber Executive in a Big, Busy
Business Needs Me as His Aid, His Liaison Officer,**

He May Be:

The president of a large manufacturing organization with technical problems, or a national advertiser, or the head of a large advertising agency, or perhaps the director of a progressive merchandising organization.

And I have reasonable ideas as to compensation.

**Address T, The Chemists' Club,
50 E. 41st St., N. Y. C.**

Thoroughbreds

AT the end of a grueling race the two leading horses swung into the stretch neck and neck. Behind them, but so far behind that he seemed to have no chance to win, a third horse trailed the leaders. The rest of the field were out of it—one of these three must win.

A shout of surprise from the crowd! Under whip and spur the trailer is forging to the front. The leading jockeys interpret rightly the roar of the crowd and warned of impending defeat ply their own whips; but at the first strokes their mounts sulk under the lash and before they can be gotten into their stride again the horse that had no chance to win flashes past them, responding with all that is in him to every stroke of the whip.

An old trainer sums up the race in a single sentence: "The best horse won," he said. "He can take punishment and keep going."

This is not an easy thing to do either on the race track, or in business, but the thoroughbred does it.

When the salesman on the road receives a sharp letter from the sales manager is his whole day spoiled, or does he redouble his efforts to land a good order? Never mind whether he succeeds or not; if he does his best to sell while still smarting under criticism, which may or may not be deserved, he's a thoroughbred.

When one of the office force is bawled out by the boss for some error, which may or may not be his, does he sulk the rest of the day and talk of quitting or does he go back to his work without ill-will, realizing that the boss, like the jockey, must sometimes ride his horses hard to win? If he can take punishment and keep going he's a thoroughbred—and no one knows it better than the man who uses the whip on him.

The boss, himself, is not always the jockey. Sometimes he's the horse, for the customers on whom the success of the business depends use the lash on him; the banker is not always gentle in his remarks when the boss has to ask

A New Idea

**Publisher of
International
reputation has a
new idea that is sound,
practical and
capable of large
development.**

**Ambitious young man
who has had
experience in the
house building and
furnishing field can
make a most desirable
connection. This is an
opportunity for
full outlet
for your ability.**

Apply By Letter giving fullest possible information.

**Correspondence
Strictly Confidential
and will be returned.**

**Address
Studio, Box 22
Care of Printers' Ink**

A national class magazine of prominence desires to complete its eastern advertising staff by the addition of one man. He should be an experienced magazine solicitor of ability who knows advertisers and agents in New York City and New York State. College man preferred, under forty years of age. Salary \$5200 to start, or more, if convinced of proportionate earning power. Address for interview, giving full particulars which will be held strictly confidential.

Box 815, 2501 World Tower Bldg.
New York City

Field Manager Wanted

A nationally known concern in the business system field has opening for a newly created position of Field Manager. The position requires a man capable of developing both sales and salesmen. The Company occupies a dominant position with over thirty years of successful progress. Write, giving history record and qualifications. Replies treated with strictest confidence.

"Q," Box 25, Care of
Printers' Ink

for the renewal of a note; the board of directors and the stockholders are sometimes hard to satisfy and it is the boss, not the salesman nor the office employee, who feels their displeasure when things go wrong. And if the boss takes his punishment and keeps going then he's a thoroughbred, too.

No man can wholly escape criticism. Even Lincoln, to whom we now erect monuments, was subjected to the bitterest reproaches during the years that he carried on his shoulders a responsibility such as few men have been called upon to bear, and this, not from his enemies but from his friends. But he did not falter under the lash, nor swerve from his course. When time had silenced his critics it found him still sweet within—"with malice toward none."

Criticism from those in authority should be taken in good part. Rightly interpreted, it is proof of interest in the welfare and faith in the ability of the employee criticized, for as one oft-quoted employer has said: "I don't waste my time cutting specks out of rotten apples."

And it is not only criticism alone one must endure in business but bitter disappointment as well. The life of the business man is no bed of roses but a strenuous struggle. Of the many that go to the post comparatively few are in at the finish. The acid test of one's fitness to win in the race for business is his capacity to take punishment and keep going.

—Theodore Geisemann
in "Steelgrains."

S. D. Rider with S. W. Straus & Company

Solon D. Rider, who has been advertising manager and assistant vice-president of the W. B. Foshay Company, Minneapolis, has joined the sales staff of the Minneapolis office of S. W. Straus & Company, investment bonds.

Fate-Root-Heath Advances L. E. Buzard

L. E. Buzard has been promoted from assistant sales manager of The Fate-Root-Heath Company, Plymouth, Ohio, to general sales manager. He has been with the company for about ten years.

Wanted

the right man to join a well-known, first-class lithographic concern in New York City.

Q The right man knows the business in all departments. He sells his customers because he advises them well. He is now earning at least \$10,000 a year.

Q He has reached the age when he wants to be a part owner of the company for which he works.

Q The right man will be made happy. He may rest assured that his inquiries about this opportunity will be treated in strict confidence.

For interview address: Lithographer, care of
Hawley Advertising Company, Inc., 95 Madison
Avenue, New York City

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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NEW YORK, MAY 6, 1926

Crashing the Retailer's Gate

The vice-president of a chain-store organization doing a sectional business that runs well over the million mark had this to say about the advertising campaign of a certain manufacturer whose goods are *not* handled by this official's stores.

"The campaign now being conducted by this company is larger in volume of advertising than the campaigns of any of its competitors. Yet I do not feel that it is as successful as it is generally thought to be. At least, it is not successful so far as our company is concerned, and if the campaign failed in our case, it probably did in others. As I see

it, the mistake made by this large advertiser is that no attempt was made to sell us on its selling plan until after the advertising had started. Consequently, when we were approached we felt that pressure was being applied to force us into line. Had the advertiser brought his plan to us before it was put into operation and made us feel that we had a part in it, we might have been inclined to consider taking on the line. We refused to consider it, however, and I understand other chains and independent dealers have refused for the same reason."

Whether this vice-president is right or not, he has unquestionably given expression to a thought that needs to be urged upon the attention of advertisers with whom volume of advertising seems to be of just a little more importance than quality. The campaign he refers to may have been a long while in preparation and may have been most carefully devised to meet conditions brought to light after careful investigation. According to one dealer's testimony, it was not and it did not. There is no doubt, however, that the campaign is of the sort generally referred to as "dominating" in size of space in the mediums used.

"Hopping to big space" for the so-called psychological effect of such action on the trade is a device that is passing, and is doomed to pass, because it is unsound and uneconomical. It is, however, still in vogue to a much wider extent than it should be. The use of staggering space when it is used solely to create an impression of domination may sometimes fool that section of the trade and the public on the outside of the company's field of operations. But it doesn't always fool those within that field.

The chain-store organization with which the vice-president we have mentioned is connected is a sectional advertiser which has built its success upon the principle of steady and consistent expansion. Its advertising policy is characterized by neither fits nor

starts. In size of space and number of mediums used it has felt its way gradually. From small space and few mediums it is now a user of large space and many mediums and while its advertising volume isn't to be compared in size with many of the large national advertisers, its growth has been marked by a nice adjustment of advertising effort to the conditions in its trade. As a consequence its present success has been erected upon a rock foundation of confidence. This means that its advertising campaign for 1926 is the logical continuation of the campaign of 1925 and that its campaign for 1927 will be a logical development of the advertising which is bringing home the bacon this year.

"Volume" of advertising space, as many advertisers think of it and strive to attain it by sudden effort, may be one method of "crashing the gate," but like that spectacular gesture, it carries certain inconveniences along with it. For one thing, the duration of the effort usually corresponds in length of time with the speed of the achievement.

A Lesson on the Value of New Uses A real example of the power of advertising to establish new markets and to build up new classes of consumers can be seen in the campaign of The Campfire Company, maker of Campfire marshmallows.

For many years, marshmallows were known simply as one of a great many varieties of candy. They were manufactured, sold and consumed almost entirely in the normal channels of the typical confections.

But this company hit upon the idea that marshmallows were in many respects adaptable to culinary uses and saw in this idea a much broader field for merchandising their product. They made a series of experiments which bore out the theory. Then, they set up a plan for merchandising Campfire marshmallows to the housewives of the country for use

in the preparation of foods. This plan involved, of course, the education of the retail grocer. The grocer, in turn, helped educate the housewife.

Almost from the first, the company's advertising of its product as a food, was successful; and as the scope of the campaign progressed and broadened, its success was even more marked. Because of the growing demand among housewives, marshmallows began to appear on the shelves of grocery stores and delicatessen shops all over the country. As a rule, they were not restricted to the candy counters of these stores, but became more and more to be found side by side with staples, canned goods and all the other companions of the well-stocked grocery store. In the home, too, there came a decided change in the status of the marshmallow. More and larger packages began to find their way to the pantries of the well-ordered homes, as well as to the drawing-rooms.

As a result of this work, the output of the company more than doubled during the year 1925. So successful was this new method of merchandising its product that the company determined to make its 1926 advertising campaign even broader and more comprehensive. This broadened campaign is now under way.

Style and the Waste Line

A certain New York bank, in its monthly letter on the business situation, puts a somewhat unique construction upon the present style trend in wearing apparel and household decorations and furnishings—that the frequent changes in style to which these articles are subject are wasteful and extravagant. "Twenty-five or thirty years ago," reads the letter, "women bought silk dresses in the expectation that they would last a lifetime. Now, women buy dresses for an evening, and are sometimes, perhaps surprised if the dresses last the evening out. In other days, houses were furnished to meet the needs of succeeding gen-

erations as well as those of the generations then living. Today the decorations and furnishings of our houses are changed almost with the seasons. These habits and customs are wasteful of materials, labor and money."

The point is made that quality in the products mentioned has ceased to be important because style encourages frequent changes, and that emphasis on style if carried to excess results in waste even when quality goes with style, for then the article outlasts the fashion.

On the face of it, the bank is right and that seems to be that. The only thing wrong with the bank's estimate of the situation is that it isn't so. So far as higher price quality goods are concerned, there are a good many more on the market today than there were twenty-five or thirty years ago, while the increase in the lower price goods has been well-nigh incalculable. Style changes are today popular because the masses have more money to spend. When the people have money to spend, manufacturers compete for it, through advertising, which leads to volume production and a better product for less money. The wardrobe of the average working girl today, as well as the furnishings of her home, compared with the girl and home of twenty-five years ago, cannot very well be accounted for on the bank's hypothesis that style is the enemy of quality and the god of waste.

A Good Test of Publication Strength

to leadership of three different newspapers. The salesmen for the various papers had presented their audited circulation statements. The second paper in circulation showed by maps of the city that its circulation was concentrated in the best residential districts. The salesman for the paper with the smallest circulation based his claims for consid-

A large advertiser entering new territory was carefully considering the claims

eration on the fact that its influence was greatest of all three because of its editorial strength and its position of local leadership in civic affairs. The advertiser wishing to use one paper in the new city, was undecided after listening to the three talks.

Then he decided to apply a test which he had used before to good effect. He dictated a "write-up" about his own product—three pages of puffs and boasts thinly disguised as news. One newspaper ran the write-up in full, not a word left out. Another cut it down, rewrote it and ran a stickful on an inside page. The salesmen for both these papers saw to it that the prospect received marked copies of the write-up and came around in confidence to get the order. But neither of them received it. The third paper, sent its salesman to explain its reason for refusing to print any word of the free publicity. He was friendly but firm in explaining his paper's policy against printing in its news columns material which should appear in the advertising columns. His paper didn't have to give away space, he pointed out, in order to get advertising. It had a definite service to sell and sold it without rebates of any sort, including those in the form of write-ups.

The manufacturer with money to invest was impressed. The straightforward, logical action of this one paper decided the prospect. It made him think the other two were weak, that their advertising rates were probably too high. What they had done for him he realized they would probably do for any other advertiser who suggested the write-up idea, and was insistent about it.

He preferred to invest his money in a newspaper which didn't give rebates in the form of write-ups. The newspaper with the backbone received the contract. The other two received a lesson in the evils of free publicity.

Write-ups are confessions of weaknesses. A firm policy against this insidious form of special rebate is an indication of real leadership.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS**

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chiclet Company

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

Graybar Electric Company

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Chicago Council Hears F. L. Blanchard

Some popular misconceptions of advertising and campaign problems were discussed before the Advertising Council of the Chicago Association of Commerce last week. The speakers were Frank LeRoy Blanchard, advertising and publicity director of the Henry L. Doherty Company, New York, and Saunders Norvell, chairman of the board of McKesson & Robbins, Inc., New York.

"A man who would employ advertising to get certain results," said Mr. Blanchard, "must know the conditions under which it will work successfully. He must analyze his product, the methods available for its distribution and the market to which it appeals. He must also have an unprejudiced estimate of the quality and character of his products to know the competition he will have, the class of people to whom he must appeal and the best mediums to use in winning their patronage."

"Until a manufacturer has all this information before him, he is in no position to determine whether or not he should advertise. Having started a campaign based on the knowledge of these conditions, perhaps the two most important matters for him to attend to are keeping up the quality of his merchandise and the continuance of his advertising."

Mr. Norvell's plea to advertisers was that they learn that simplification in business and advertising leads to profits and that this is brought about largely by making the advertising copy understandable to prospective buyers, by not injecting too much "fancy stuff."

* * *

Convention Contest for Minneapolis Club

The Advertising Club of Minneapolis is sponsoring a convention trip contest among its members. Points are awarded members for attendance at meetings and for securing new members. On June 1 the winners will be determined and a number of prizes, headed by a free trip to the Philadelphia convention, will be awarded.

* * *

K. T. Finn, Manager, Cincinnati Bureau

Karl T. Finn has been appointed manager of the Cincinnati Better Business Bureau, effective June 1. He formerly was head of the Columbus, Ohio, Bureau. Mr. Finn succeeds Philip L. Baldwin.

* * *

Display Men to Meet in June

The next convention of the International Association of Display Men will be held at the Hotel Sherman, Chicago, from June 14 to 17. S. Fischer, president of the Fischer Display Service, Chicago, will be in charge of the exhibits.

Sphinx Club Elects James P. Gillroy President

Entering upon its thirty-first year, the Sphinx Club, New York, elected James P. Gillroy, of the General Outdoor Advertising Company, president, at its annual election. The election took place during the club's annual ladies' night and dinner which was held on April 29 at the Waldorf-Astoria.

Mr. Gillroy, who had been vice-president succeeds Preston P. Lynn, general manager of John Wanamaker, New York.

Mr. Lynn was elected to the vice-presidency together with James Wright Brown, publisher of *Editor & Publisher*.

Charles Dana Gibson, president of *Life*, George Ethridge of the Ethridge Company, William H. Rankin, of the Wm. H. Rankin Company, and John Irving Romer, editor of *PRINTERS' INK* and *PRINTERS' INK MONTHLY*, were re-elected vice-presidents.

Roger J. O'Donnell, manager of general advertising of the Brooklyn *Standard Union*, was again re-elected secretary. F. St. John Richards, Eastern manager of the St. Louis *Globe-Democrat*, also was re-elected treasurer.

The following were elected members of the executive committee: R. F. R. Huntsman, president, Brooklyn *Standard Union*, chairman; Stanley R. Latschaw, president, The Butterick Company; George Nowland, manufacturers' representative; Gilbert T. Hodges, member of the executive staff of The Frank A. Munsey Company; Frank W. Harwood advertising director, American Tobacco Company; Herbert Everett, vice-president, Creske-Everett, Inc., and James O'Flaherty, publisher of the *New York Home News*.

This year there was a departure from the usual program of having no speakers at its ladies' nights. The speakers, however, maintained the club's custom on these occasions and refrained from talking business. Sir Charles Higham, Charles Dana Gibson and George McManus, cartoonist, made brief addresses.

* * *

Cincinnati Club Changes Name

The Advertisers' Club of Cincinnati has changed its name to the Advertising Club of Cincinnati to conform with the title used by the clubs affiliated with the Associated Advertising Clubs of the World.



JAMES P. GILROY

Pacific Northwest Apple Growers Plan Campaign

Plans for an advertising campaign were discussed at a recent meeting of apple growers and packers of the Pacific Northwest at Yakima, Wash. The campaign is planned to further the distribution of boxed apples from Washington, Oregon and Idaho. A committee was formed to organize a Pacific Northwest Apple Advertising Association composed of growers and packers from these States. A campaign for funds will start immediately.

Asabel Curtis, of the Seattle Chamber of Commerce, is chairman of the apple growers and shippers committee.

O. D. Strong Heads Spokane Scholarship Committee

Orno Dale Strong, publisher of *New West Trade*, has been appointed chairman of the State College of Washington scholarship finance committee of the Spokane, Wash., Advertising Club. The committee was formed to establish a scholarship at the State college.

The other members of the committee are: Lewis A. Lewis, Charles E. Frederick, Raymond P. Kelley and Joseph Bailly.

Samuel Graydon, President, Stillson Press

Samuel Graydon, formerly vice-president of the Wynkoop Hallenbeck Crawford Company, New York, has acquired a controlling interest in The Stillson Press, also of New York, and has been made president. Oliver Bell is vice-president. The Stillson Press has taken over the Robert L. Stillson Company, New York.

Joins Erwin, Wasey & Company

Richard Barrett, recently with the Sun-Maid Raisin Growers, Fresno, Calif., and prior to that national advertising manager of the Seattle, Wash., *Post-Intelligencer*, has joined the New York office of Erwin, Wasey & Company, advertising agency.

C. W. Brooke, President, Detroit Club

C. W. Brooke, chairman of the board of directors of Brooke, Smith & French, Inc., Detroit advertising agency, has been elected president of the Adcraft Club of Detroit.

National Carbon Buys Corliss Carbon

The Corliss Carbon Company, Bradford, Pa., maker of Corliss carbon brushes, has been purchased by the National Carbon Company, New York. Eveready batteries and flashlights, etc.

E. W. Hevner, Vice-President, Street & Finney

E. Wesley Hevner, recently advertising manager of S. B. & B. W. Fleischer, Inc., Philadelphia, has joined Street & Finney, New York advertising agency, as vice-president and account executive. He was formerly with Donovan-Armstrong, Philadelphia.

To Publish "Money Making"

The Experimenter Publishing Company, New York, will publish the first issue of *Money Making*, a monthly magazine, in July. It will be devoted to money-making opportunities in various fields of activity. C. A. Brockway, of the Experimenter company, is advertising manager. R. W. DeMott, also of the Experimenter company, is business manager.

Buys Fall River, Mass., "Herald"

Ross F. Walker has purchased a controlling interest in the Fall River, Mass., *Herald* from Mrs. G. R. H. Buffington. He was at one time business manager of the Peoria, Ill., *Journal* and part owner of the Akron, Ohio, *Times*.

New Advertising Service Formed at McKeesport, Pa.

A new advertising service has been formed at McKeesport, Pa., by Howard Hannegan, to be known as The Printing Crafts Advertising Service. At one time Mr. Hannegan was with the Schwartz Advertising Agency, McKeesport.

To Represent "Maclean's" at New York

G. R. Donaldson, who has been with *Maclean's*, Toronto, for several years, has been appointed New York representative of that publication and of *Canadian Homes and Gardens*. He succeeds A. R. Lowe, resigned.

C. I. Lutsky Joins Philadelphia "Jewish Times"

C. Israel Lutsky, formerly promotion manager of the Philadelphia *Daily News*, has been appointed business manager of the Philadelphia *Jewish Times*.

F. B. Farley with Fada Radio

Francis Brooke Farley has been appointed advertising manager of F. A. D. Andrea, Inc., New York, manufacturer of Fada radio apparatus. He succeeds K. H. Stark, resigned.

Joins Geo. B. David

John J. Flanagan has joined the staff of the Geo. B. David Company, publishers' representative.

The Little Schoolmaster's Classroom

"I READ an advertisement about a rowboat motor," writes a member of the Class. "It offers a free booklet on how to get into the lake sections of the various parts of the country. I live in the reservoir district of New York State where rowboat motors may not be used on many of the lakes. But I go to Canada periodically and often rent a rowboat motor during my vacation. I go to the trouble of writing a letter in which I explain all this in detail in order to make it clear that I am not a prospect for a sale, but am merely a user and a booster for the make of motor advertised, and on that basis I ask for a copy of the booklet. What attention does my request receive?"

"It merely goes into the general mill with all the other inquiries and gets a form acknowledgment, is referred to the New York agent of the manufacturer, who starts his follow-up on me as though I had inquired where I could buy a motor. I got the book, I admit, but I drew something else along with it that I tried to avoid. Now, I ask you, was my inquiry handled that way deliberately? Do mail-order advertisers generally consider it good business to ignore special requests from inquirers, subject them to the regular follow-up on the theory that if they are compelled to listen to the solicitation they may fall for it and buy a motor despite the fact that they have no use for it and only buy it because they cannot help themselves? In the words of Milt Gross, 'Iss dis a systim?'"

According to the testimony of scores of mail-order advertisers, it pays to give the special inquiry special attention. Mail-order advertisers—that is, the progressive ones, the enterprising ones, the most successful ones—do not consider it good business to ignore special requests. Many of them have form letters for such requests and where a form letter will not fit, they write an indi-

vidual reply. This does not mean that there are not hundreds of mail-order advertisers exactly like the rowboat manufacturer referred to who pay no attention whatever to special requests and do not even take the trouble to say "excuse it, please," when they acknowledge an order with a request for one.

A prospect or an inquirer for information should not necessarily be believed when he says he is not interested in buying. Any successful salesman will tell you that most of the people he takes orders from begin by saying they are not interested. The man who listens to a solicitation may not be able to buy, but if his interest can be engaged, he may persuade a friend, or he may be able to buy later.

In the case of the rowboat motor, mailing the book without a letter of any kind would have been better than sending the stock acknowledgment. If the book is worth anything as a piece of direct-mail literature, it would not fail to give a good account of the motor while it held the prospect's interest on how to reach the lake sections of our country.

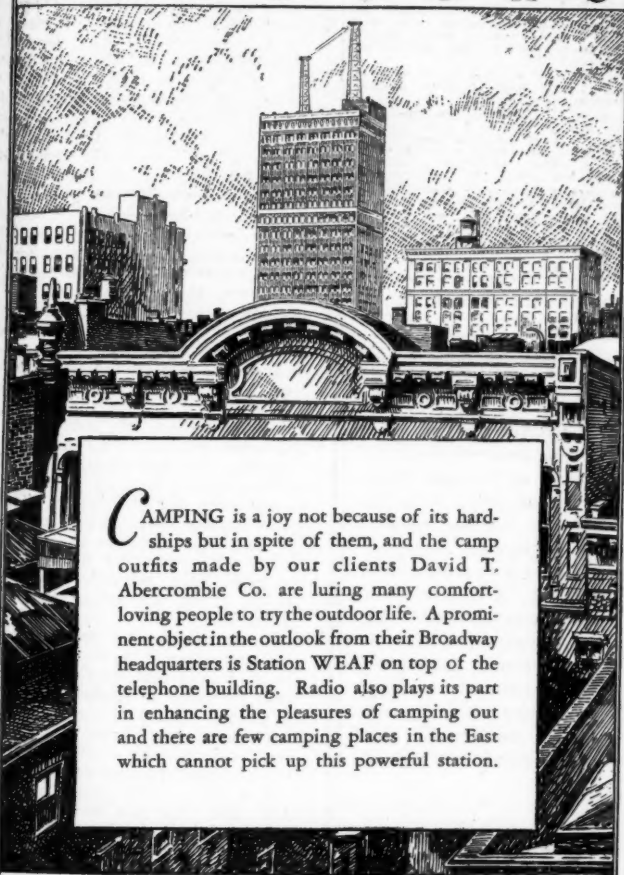
* * *

In many businesses there are salesmen who think and believe that the future welfare of the business is solely in their hands. The customers of their company, they declare, buy from them and not from the house. The salesman is "the house," in their opinion.

Unfortunately for the owners of many businesses, this is too often true. It is true particularly, for example, in the advertising agency field. Almost any member of the Class knows of individual members of agencies who boast of the fact that certain accounts belong to them and not to the agency.

There are probably a few members of the Class who are acquainted with a certain extreme case where a salesman really

O U T L O O K S



CAMPING is a joy not because of its hardships but in spite of them, and the camp outfits made by our clients David T. Abercrombie Co. are luring many comfort-loving people to try the outdoor life. A prominent object in the outlook from their Broadway headquarters is Station WEAJ on top of the telephone building. Radio also plays its part in enhancing the pleasures of camping out and there are few camping places in the East which cannot pick up this powerful station.

CHURCHILL-HALL

INCORPORATED

H. B. LE QUATTE, *President*

50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

PREMIUM SERVICE

Users of our Premium Service save all overhead expenses, all investment in premium merchandise and all bother connected with the numerous details incident to buying, stocking and distributing premiums.

Our customers get the benefit of more than 25 years' experience in the premium advertising line.

There is no charge for our Service except as represented by a small profit on factory cost of premiums used. These are shipped direct to the customers of our patrons, under their names, guaranteed against loss, damage and dissatisfaction.

We place at the disposal of our customers more than 3,000 different items of standard merchandise. The cost of our Service is much less than that involved in the establishment and maintenance of a premium department by any concern.

Booklets explaining our methods mailed to those stating nature of business.

THE PREMIUM SERVICE CO., INC.
199 Franklin Street New York

A REMARKABLE business reorganization has just been completed by a man of unusual experience and ability, releasing him for another connection. "General Manager" describes the position he is seeking. A future, that offers promotion in keeping with results produced, is all important. Evidence of his well rounded experience and mature ability warrants careful consideration and will be submitted on request.

REIMERS & OSBORN, Inc.
285 Madison Ave.
NEW YORK

Est. 1873

A. B. C.

American Sumberman

CHICAGO, ILL.

112 to 138 pages per issue.
52 times a year.

owned an advertising agency and proved that he did: That particular salesman one day went to the two owners of the business and asked them, "What do you want for this business?" The owners named their figure. "Nothing doing," said the salesman, "all of the accounts in this business are mine. Go and ask them. You own only the desks, chairs and typewriters in this office. What will you sell them for?"

And this extreme example does not stand alone. The Schoolmaster knows the facts of a similar situation in which the star business-getter, after refusing to buy even the furniture of the office at second-hand rates, offered the owner of the business \$1 for his name.

In a talk that the Schoolmaster had with James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, a short time ago, the opinion was expressed by Mr. O'Shaughnessy that this condition is changing for the better. The Schoolmaster agrees with this observation, and believes the reason lies in the fact that advertising agencies have advertised themselves. They are selling the organization.

If an agency can master this idea and apply it to its own condition, it will find plenty of other fields in which to apply it. R. D. Brigham, vice-president of the Anglo-California Trust Company, San Francisco, in a letter to the Schoolmaster, pointed out a situation in need of the application of this idea. He not only showed the need, but clearly stated that the idea was going to be applied.

"It may interest you to know," he wrote, "that at the present time I am forming a consolidation of leading concerns in a particular industry in San Francisco. None of these concerns has done much local or any national advertising. Their business is confined to the San Francisco Bay District. The interesting part of this transaction is the fact that some of the business of these companies is controlled by drivers, and in order to make a consolidation of 100 per


PEERLESS

Finish the Selling Job

Connect up the buying desire created by your printed advertising by making it easy to find the stores where your product can be purchased.

Your trade-name or message built into a genuine Flexlume Electric Sign is unequalled for locating your dealers and creating sales.

Many of the keenest buyers of advertising for nationally-known products are increasing their orders for Flexlumes.

Your dealers will take eagerly to this economical, effective and permanent advertising co-operation.

Let us show you facts and figures to prove Flexlume's adaptability to YOUR business.

We also build exposed lamp and other types of electric signs for those who prefer or require them.

FLEXLUME CORPORATION
1040 Military Road Buffalo, N. Y.



FOR SALE

HALF INTEREST IN AGENCY

Established 8 years; Chicago; small, compact organization that enjoys a splendid reputation for rendering highest grade services to its clients.

Business depression and delinquency of several clients following the War has made it necessary to add new capital and virtually forces us to take in partner to split profits which at times run as high as 70 per cent.

This is an exceptional opportunity for a live, aggressive advertising man to establish a permanent and profitable connection in the advertising agency field.

For full particulars address "W," Box 28, Printers' Ink.

Looking ?

ARE you looking for a man who can write copy that sells—make layouts that appeal—plan and produce catalogs, pamphlets and other sales literature that are business-builders?

Six years of this sort of work and a background of selling experience with leading manufacturers in their particular field has merely whetted my appetite for more creative work than my present employer can offer along advertising or sales promotional lines. A position affording greater room for advancement is desired.

Age 32, married, college-bred, Christian. Salary important, but more so, the right opportunity.

Address V., Box 27, Printers' Ink.

cent ownership, it is necessary for us to buy the drivers' routes."

Now comes the important lesson in his statement. "In other words," he said, "if these concerns had used advertising over a period of years to build up a prestige and reputation for themselves, the consolidation could be effected without the purchase of any drivers' routes. In the past, these drivers have 'sold' themselves to the customers, rather than the services or products of their employers. The result is that it is the drivers, rather than the owners, who control the business. You may be assured that when the consolidation is effected a campaign of advertising will be instituted which will establish a name and reputation for the service of the consolidated company."

* * *

Advertising unusual uses seems never to cease. Immediately after a county prosecutor used display newspaper advertising to help locate a material witness in a murder trial, Sir Gilbert Parker adds another unusual use. On his visit to this country last year this British novelist met a man who furnished much of the material for a new novel Sir Gilbert was considering. Many of the details of the story had escaped him. With the novel well under way, it was impossible for the author to proceed until he had found his central figure and refreshed his memory. After considering various methods, it was decided to try classified newspaper advertising.

This advertisement was inserted in a New York newspaper:

Botany Bay wishes to meet Frank H—— whom he met on way to Los Angeles, later in Sandwich Islands, New Zealand, London and Paris.

A letter was received from Frank H—— and a meeting arranged for Chicago. A series of conferences there supplied the necessary missing information and Sir Gilbert was able to complete his novel, which is as yet unnamed.

* * *

"Will you give a penny for its life?" is the caption of a recent

Holeproof Hosiery Company

The Printers' Ink Publications.
185 Madison Avenue.
New York, N. Y.

Gentlemen:-

The following individuals of our company are
readers of both PRINTERS' INK and PRINTERS' INK
MONTHLY;

Edw. Freschl	President
M.A. Freschl	Vice-President (Mfg. Dept.)
W.W. Freschl	Vice-President (Export Dept)
H. Heffron	Advertising Manager
L.F. Schenkenberg	Assistant Advertising Manager
J. B. Melick	Sales Manager
Joe Friedberg	Assistant Sales Manager
C.H. Mandel	Attorney
C.W. Binzel	Credit Manager
R.J. Redford	Assistant Credit Manager
C.H. Waal	Credit Correspondent
R.S. Sandel	Sales Supervisor (Eastern Dist)
Geo. Retzak	Sales Supervisor (Central Dist)
H. Jungman	Office Manager
B.N. Noll	Export Department
W.L. Kickhaefer	Manager Quota Dept.
E.E. Brinkman	Industrial Engineer Dept.
J. Schaffer	Manager Accounts Receivable Dept.

L.F. Schenkenberg

Holeproof Hosiery

Advertising Assistant

ONE of our clients, a rapidly growing financial institution in downtown New York would add to its staff an ambitious young man to handle its advertising and publicity work.

A man of 25 to 28, preferably a college graduate, with an understanding of economics, finance and business psychology; one having had actual experience handling copy, lay-out, placing, direct-mail, booklets, house organ, etc. To such a man there is offered a present salary of \$3600, and an unusual opportunity to develop with the leading institution in its field. Address, in confidence, A. A. A. care of

Pearsall Advertising Agency
20 Vesey Street New York City



Howell Cuts 
for house organs
direct mail and
other advertising
ask for proofs
Charles E. Howell, Pick Building, New York

YOUR PRODUCT
will find its market in the
CHURCH FIELD
through the preachers' trade journal
THE EXPOSITOR

710 Caxton Building, Cleveland, Ohio
17 West 42nd Street, New York
37 South Wabash Avenue, Chicago
Sample and rate card on request.

Photostats 
of any subject -
By Photographers 
Fast Messenger Service
PACH BROS.
28 West 44th St. Murray Hill 2597

advertisement of the Purina Mills. The "it" refers to a helpless, pathetic little chick, which is illustrated. The explanation of how its life can be saved with a penny is given by the company as follows: "It costs one cent more per chick to feed Purina Poultry Chows for the first six weeks than to feed uncertain, untested mixtures."

If the Schoolmaster were making a collection of recent advertising headlines that "got" him, he would put this Purina caption near the head of the list. But since he is not making such a collection, he feels constrained to pass this one on to the Class anyway.

* * *

The Schoolmaster heard a few days ago a little story about service which impressed him greatly. The president of a company in going over the annual reports from various departments carefully at the end of the year, discovered that his company had invested some \$96,000 in service to buyers of the product. This was a great increase over the year before, and seemed entirely too high to him. His analysis showed that a great increase in sales due to a new advertising campaign on this product, a machine sold to various types of users, had greatly increased the need for personnel in the service department. Further analysis indicated that the service charges had been particularly high in a list of some twenty cities.

The first thing the president did in order to cut down the high cost of service was to call in his production manager, and also the head of the service department. A heart-to-heart talk between the president and these two men in the back office, disclosed the fact that most of the troubles which had to be serviced came from two particular items on the machine. The production manager was told to make both of these items more fool-proof. After thirty days' work in the factory the two tricky items were greatly simplified.

The president's next move was one which impresses the Schoolmaster as having a general appli-

Advertising Director WANTED

The man we seek must possess executive ability and character, one who wishes to become identified with other successful men in a corporation, the financial responsibility of which is unquestioned, and could become interested to the extent of investing \$10,000 if necessary. To such a man an opportunity is open as Treasurer and Office Manager of an established, internationally known (and recently acquired) publication of excellent undeveloped possibilities. Address with full particulars and business history.

HARRIS-DIBBLE COMPANY
Specialists in Publishing Businesses
345 Madison Avenue
New York City

A Versatile Business-BUILDER Seeks an Exceptional OPPORTUNITY

I have just sold my business and want a new connection in Sales-Advertising work with an Agency or manufacturer.

20 years' experience in advertising, sales promotion and sales management in such widely-diverse lines as engineering and technical specialties, general merchandise, farm equipment, automobiles, insurance, etc.

My work has always been creative—research, planning, writing any or all matter, co-ordinating, building sales organizations, teaching, training and directing salesmen—assuming full responsibility for **RESULTS**. I am not a swivel chair theorist.

For years I had my own service agency; for seven years I was the creative end (and Vice-President) of a large advertising organization. I want a connection where experience, knowledge, vision, versatility and result-producing energy will be fairly rewarded.

Address "M," Box 23, care of P. I.

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

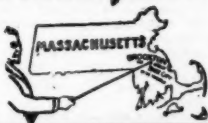
Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



**COLOR,
PERMANENCE AND
ECONOMY**

PAINTED OUTDOOR ADVERTISING

*We own and maintain Painted Bulletins
in 137 cities and
towns of Northern N.E.*

THE KIMBALL SYSTEM
LOWELL - MASS.

Multigraph Ribbons Re-inked

Our *GUR-FVD*

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

*Send 3 Ribbons
to be Re-inked
at our expense*

W. Scott Ingram, Inc.

Dept. B, 67 West Broadway, New York City

Advertising Salesman Wanted

As president of a company doing a business of about one million dollars a year in advertising materials for ice cream, milk and butter trades, as well as florists, retail radio and music dealers, wholesale bakers, I am looking for an honest high-powered salesman of character who can furnish fidelity bond, who is now already employed selling advertising specialties for some leading house and who has made a record with that house, and can prove it. I want no HAS BEEN or WILL BE. I want men who "ARE." For such a man I can offer a better opportunity and higher earnings.

Address **PRESIDENT**, Post Office Box 834, Detroit, Michigan.

STANDING OUT

It is possible (within sensible limits of course) to plan a window display piece—using color masses, so simply and forcefully as to make the product they feature stand out among other displays.

No tricks,—but a vibrating color arrangement built on analysis after the advertising and sales promotion managers have given the needful.

Window Displays are my specialty—and I'd like to hear from you, especially you big fellows who've been through the mill.

Address "O," Box 24, care of
Printers' Ink.

Copy and Contact Man

Seven years' agency experience writing concise, convincing, selling copy for practically all classes of accounts. Last four years copy and contact man for established AAAA agency.

Pleasing personality. Tactful. Experienced in layout, planning, direct mail, house organs, publicity, etc. Knows the compelling copy appeal. Good record on notable advertising successes.

University man, 29 years old. Highest references. Samples. Available June 1st. Write "U," Box 26, care Printers' Ink, 230 S. Clark St., Chicago, Ill.



TOY BALLOONS
and
BALLOON NOVELTIES
for
Advertising Purposes

The Western Reserve Rubber Co.
121 Kentmore Bldg., Akron, Ohio

cation. He called in the fifty or more members of the service department, told them that the machine had been improved and that, therefore, there was not going to be nearly so much need for service during the next year. He then outlined a list of cities in which service charges had been particularly high and asked various members of the service department whether they did not wish to start in business for themselves, under a specially advantageous arrangement with the company. Many of the service men did.

This was a year ago and the ones who started in the cities suggested by the president have almost without exception made good in a big way. And the large charge for service has been cut by two-thirds. The service men know how to run the machine. They were trouble fixers. When they got out in business for themselves they kept their machines in good condition. And what's more they kept them in continuous operation. Therefore they made real profits.

When anyone in the same city got into trouble and asked for service a letter was sent by the vice-president suggesting that the man call upon a fellow townsman Mr. Ex-Service Man who would be glad to help him out of his difficulty. This relationship having been arranged before the man was financed to go in business for himself.

Changing service men to local experts who are in business for themselves seems to the Schoolmaster a mighty good way of cutting down the service cost on an item which is likely to run into big money.

MAILING LISTS

Covering U. S. and foreign countries, any classification, any part of the world. Can furnish any list wanted. Ask for price list detailing over 4000 lists.

A. F. WILLIAMS, Mgr., List Dept.
166 West Adams St., Chicago
Established 1880

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers'-Bookbinders' Outfitters
Modern Cut-Cost Equipment
Also Rebuilt Machinery
 Conner Fendler Branch, A. T. F. Co.,
 New York City

FOR SALE

One Baum Letter Folder No. 55. Good as new. \$350. Sheet Steel Trade Extension Committee, 332 Oliver Bldg., Pittsburgh, Pa.

FOR SALE—SMALL COMPLETE ONE PRESS PRINTING PLANT, MODERN EQUIPMENT. AT A CONSIDERABLE SAVING. ADDRESS BOX 518, PRINTERS' INK.

PRINTING OUTFIT returned, one third paid. Three jobbers, cutter, complete equipment. Terms. Box 519, Printers' Ink.

Exceptional Century Campbell Pony Press 22 x 30 sheet. In good running order and completely equipped. Has air chambers, front delivery, plate distribution. All for \$625 f.o.b. New York. Century. Box 516, P. I.

FREE LANCE

I have industrial Agency (Chicago) making consistent profits. Can't contact more personally, but office organization can do more. Opportunity for man with running business. What have you? Box 539, P. I.

Advertising Promotion

If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

\$7000 A YEAR

can be made from \$1000 investment in new advertising idea. Original investment earned in two months. For full particulars write Box 522, P. I.

For Sale

A Direct Mail and General Advertising Business in a growing industrial city of 55,000 population. A nice bunch of good accounts with unlimited possibilities in one of the most flourishing sections of Michigan. Good reason for selling. Box 536, P. I.

Whitlock Two Revolution Press, bed 29 x 42, sheet 25 x 38, four form rollers, all improvements, Jogger, Counter, in guaranteed condition and completely equipped at third of present cost upon most liberal terms—Whitlock—Box 520, Printers' Ink.

Century Two Revolution Press in first class condition. Bed 26 x 35. Has modern improvements and is completely equipped. Will accept \$750 which is less than half its real value. Must be disposed of at once. Terms if desired. Excel. Box 517, P. I.

Old established manufacturing company wants to purchase patented or trade-marked product, either medicinal, household or mechanical. Must be highly profitable, have exceptional merit, used daily, and offer big possibilities when properly promoted. Box 542, P. I.

CANADIAN DISTRIBUTOR

operating in Quebec and Eastern Ontario wants Summer selling specialty. Electrical, Hardware or Automotive preferred. Can give excellent representation on the right articles.

RADIO DISTRIBUTORS, LIMITED
 18 Tansley St., Montreal, Que., Canada

HELP WANTED

Growing trade paper group needs an advertising salesman. One who enjoys a tough job, will find commensurate rewards. Write details to Box 523, Printers' Ink.

WANTED: Man to edit trade magazine; also capable of selling advertising and subscriptions through mail solicitation, reading proof, making dummy, handling printing, billing, etc. In short, to take entire charge and handle all details of monthly trade journal. Salary \$2,000 and commission on advertising. Give full details confidentially. Box 511, P. I.

We Want the Right Man

To secure advertising (for the world's most important import, export, industrial and commercial directory) in each city in the United States having a population over 250,000. Strictly a commission proposition. Sole and exclusive territory granted. All reasonable co-operation. No advances, no expenses, no drawing account. Unusual opportunity. Apply by letter only, furnishing two references. Suite 1005, at 1841 Broadway, New York.

Side-Line Salesmen make good commission on picking up trade-mark prospects for old, established bureau. No samples, no investment. Write for proposition. Mida's, Inc., 537 S. Dearborn St., Chicago.

Advertising Display Salesmen. We manufacture Genuine Photographs for window and counter displays, also a complete line of direct mail advertising and have a few choice territories open for high grade salesmen, commission basis, exclusive territory. Address The Garraway Company, Rutherford, New Jersey, giving full particulars as to experience, references, etc., in first letter.

WANTED

One of the biggest daily and Sunday newspapers in the Middle-West has opening for experienced advertising copy man. Must be capable of planning, writing, and laying out campaign to advertise the publication in its own paper, trade papers, and direct-by-mail. State salary expected. All replies treated confidentially. Box 533, Printers' Ink.

AD-WRITER WANTED

Advantageous opening for a capable advertising man with practical, progressive ideas for developing the business of a retail home furnishing store. Should be forceful at copy writing, effective at letter writing and circular making, proficient in the classification and use of names for direct mailing.

A knowledge of store arrangement and window display will be very helpful. Permanent position with progressive organization operating two stores in North Eastern Pennsylvania. Large drawing population.

Write stating age, experience, salary, references and date available. Address Box 532, Printers' Ink.

COPYWRITER

Large electrical refrigeration manufacturing company, located in middle west, wishes to employ young man as copywriter. This is an exceptional opportunity. Man preferred who can make layouts as well as write copy for advertising booklets, broadsides, folders, and so forth. In writing please state age, education and previous experience. Also send photograph. Apply Box 512, Printers' Ink.

Wanted—Manager for Production and Art Department by large advertising agency located in Middle West. Must have complete and expert knowledge of all printing and engraving processes, as well as experience in the management of an art department. Write fully regarding experience, stating names of firms you have worked for, salary desired, and personal information, such as age, education, etc. Address Box 543, P. I.

Sales promotion man and correspondent desired in Sales and Adv. Dept. large manufacturer nationally known quality paper specialties. Young man between the ages of twenty-five and thirty preferred, who is qualified with several years' experience in the handling of direct-by-mail campaigns. One who can create good letters, printed matter and is a "hound" for hard work, will find unusual opportunity to make right connection. State experience, how long with each firm, age, salary desired. Address Sales Manager, P. O. Box 27, Bush Terminal, Brooklyn, N. Y.

TRAVELING SALES EXECUTIVE. A large manufacturer of heavy machinery, located in the Middle West wants a traveling Sales Executive to maintain contact between the main offices and the branches and to assist in closing big deals.

The man we hire must be from 35 to 40 years old, must present a good appearance and possess a pleasing personality, and must have a successful sales record in the heavy machinery line.

Here is an unusual opportunity for a man of high caliber who can produce results. In your reply please state age, education, experience, whether married or single and give references to whom we are free to apply. Box 540, P. I.

Purchasing Manager

Opportunity for agreeable permanent department management, large concern. Must know paper, finishes, types, values and paper market, and have good printing taste. Purchases of printed matter, loan forms, circulars, stationery, etc. (none sold), amount to \$75,000 yearly and growing. Three or more years' practical job printing experience; or graduate of typographical school; or production manager in a small advertising agency; or experienced as a purchasing agent of printed matter. Kindly write for interview, stating experience.

BENEFICIAL OPERATING BUREAU
468 Fourth Avenue, New York
Ask for Mr. Odone

MISCELLANEOUS

\$\$\$ RECOVERED—SPEEDUP COLLECTIONS

Something new—enough for six accounts FREE—request on letterhead. Mercantile Service, 1507 Arch St., Philadelphia.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 10, 1926, at 12 o'clock noon. Chas. H. Thayer, Pres.

POSITIONS WANTED

Young Man, three years' art department experience with large New York agencies. Expert with camera-lucida machine (making engraver's layouts). Some layout ability. \$30. Box 526, P. I.

Young woman, agency experience in secretarial and outside investigation work, wants position where stenography is incidental. Market investigations or copy preferred. Starting salary, \$35. Box 514, P. I.

ADVERTISING ASSISTANT

Twenty-two, two years' experience, desires position with advertising department or agency in New York. Will start at moderate salary. Box 538, P. I.

Advertising Salesman

On staff leading weekly. Married, 30. University graduate. Box 531, P. I.

N. Y. COPY WRITER

Eight years copy chief big agencies and adv. mgr. large corporations. Address Box 513, Printers' Ink.

COPY and LAYOUT

Four years' experience working under well-known writers and one year without supervision. Adaptable and ambitious. Christian. Age 26. College trained. Box 527, Printers' Ink.

Agencies, Printers, Publishers, Manufacturers. Would your organization be more complete with the services of a man who has been in the merchandising field for 15 years as salesman, manager, and market analyst? Arrange interview through Box 541, Printers' Ink.

Correspondent—Letter Writer

Resourceful clear thinking young man who can write forceful pleasing letters that pull, desires connection with growing manufacturer in Chicago. Three years' sales promotion, sales and personal selling experience. Three years N. W. U. Now employed. Box 535, Printers' Ink, Chicago office.

SALES EXECUTIVE

Valuable man with sixteen years' selling experience, both tangibles and intangibles, seeks position with a progressive organization desiring a director of sales with knowledge of advertising, good correspondent and thoroughly acquainted with jobber and dealer problems. Christian, married and 34 years old. Address Box 529, Printers' Ink.

Sales Manager and Executive (Mail Order) seeks better position. 12 years' success advertising, supervising and promoting. Direct to consumer and through distributors. Highest references. Clear Record. Box 525, Printers' Ink.

Experienced Advertising Salesman, successful record on trade and national accounts. Eastern territory. Limitations in present connection only reason for change. College graduate, married, highest references. Box 534, P. I.

Technical Publicity Executive

15 years' clean record merchandising and sales promotion with 3 leading national advertisers. Available on reasonable notice, \$5,000 to \$6,000, depending on opportunity. Box 537, Printers' Ink.

ARTIST FOR PART TIME

Young man, 7 years' experience, letterer and designer, also does bit of figure and posters. Understands newspaper, magazine and outdoor adv. and reproduction methods. Box 528, P. I.

DIRECT MAIL MAN

Now in Pittsburgh wants connection. 3 years experience, including one year with Westinghouse, on broadsides, catalogs and planning. Good copy writer and layout man. Clean record, and can furnish samples. Salary \$60 per week. Box 521, Printers' Ink.

Western Representative

Ad man with record of accomplishments wants to represent worthy publication, Chicago. Experience, integrity and ability to close—my credentials. Address Box 530, Printers' Ink.

ADVERTISING SALESMAN—Thoroughly experienced, high calibre man; industrious, reliable worker; successful large producer in general magazine, class and trade publication work; wide acquaintance N. Y. C. and Eastern advertisers and agencies; best references; services available for established publisher; strict confidence. Box 524, P. I.

ADVERTISING or SALES MANAGER

Early career devoted to manufacturing management. Experienced cost, production, systemizing, correspondence, sales, business details. Past 5 years Sales Promotion-Advertising. Can create attractive literature. Lay-out complete campaigns. Newspaper and magazine display. Good on dealers' promotion—inspirational copy. American, 35, hard worker, reliable, capable. Guarantee satisfaction. Can start immediately. \$65 week. Wire or write—Sales Executive, Room 14, Greensboro National Bank Bldg., Greensboro, N. C.

PRINTING EXECUTIVE—wishes to make connection with modern plant, or an industrial organization who have their own printing department or contemplate installing one—a man of widest practical exp. and high accomplishment in every branch of printing; knows thoroughly every phase of engraving, composition, electrotyping presswork (black and color) binding, (pamphlet and case) mailing, etc.; has organized and successfully directed some of the largest plants in the country; no flaw in his record. Best of ref. as to character, etc. Box 515, P. I.

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LIFE SKETCHES FROM THE CORNER DRUG STORE No. 1

The SUPERIOR PERSON

She comes from one of the best families, any one can see that, and so much she deserves very perfect attention. The carry clerk wouldn't think of offering her anything but the very best outfit, and a Goodrich Wipes Bottle for sanitary use has ideas of Quality Goods for Quality People.

Rich in good quality
Hot Springs, Va., Dec. 9, 1925

Dear Sir:—
In reply to your inquiry about Goodrich Rubber Wipes. We have no intention to make in more than two years of selling Goodrich goods. We find it a steady repeat transaction, without a single complaint. We handle about \$500.00 worth a year which almost supplies our demand. We are interested in the time, time the standpoint of Quality. Appropriate, and service, but not last but not least Price. Hoping this will be of service to you.
Very truly
HOMERSTAD PHARMACY,
Vernon, New Jersey, U.S.A.
C. J. May, Pharmacy.

Many retailers get the impression that Goodrich is higher priced because it is so well known, of such high quality and experience and because of the effective advertising budget supporting it. Goodrich goods are no higher than other good goods and carry a profit that cannot be matched in rubber.

Goodrich Rubber Sundries

CONVENIENTLY LOCATED DISTRIBUTORS

What the Trade Journals think of the 1926 Goodrich Drug Sundries Campaign . . . and Rankin Service

"The purpose of this letter is to compliment your agency very highly on the material value of these advertisements. We believe them to be the very best series of business paper advertisements we have ever had the pleasure of analyzing." —Northwestern Druggist

"It is the consensus of opinion in this office that the best service and the best co-operation we get from all our advertisers come from your house on the Goodrich business." —Southern Pharmaceutical Journal

WM. H. RANKIN 
Established 1899
COMPANY Advertising

Main Offices: 342 Madison Avenue, New York
Tribune Tower, Chicago

AKRON

PHILADELPHIA

SAN FRANCISCO

TORONTO

12.2% GAIN IN ADVERTISING

during the first quarter of 1926

THE Chicago Tribune gained 2889.52 columns during the first three months of 1926 over the same months of last year. This increase becomes especially significant when volume is considered. Starting points make expansion impressive or commonplace. The total Tribune advertising for the period in 1925 was 23,730.84 columns. The total for the months of January, February and March in 1926 was 26,620.36 columns—a gain of 12.2%.

Manufacturers, seeking greater markets, may well consider the importance of Zone 7 and the circulation and influence of The Chicago Tribune. If you feel that you are not getting the maximum return on every advertising dollar, call in a Tribune salesman. GROW WITH THE TRIBUNE IN 1926!

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

(The circulation of The Tribune on weekdays is now more than 725,000 and on Sundays is in excess of 1,100,000)